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1.0 Executive Summary

A. Legal Identity of Business

Remy Intelligence Sdn. Bhd.

B. Business Concept Overview & Strategic Positioning

Components of the Business	Remy Intelligence Sdn. Bhd. (Start-Up + License Technology)
Customers	None at present. User base will be built through marketing, partnerships, and free trial campaigns.
Products or Services	In process – currently developing AI-powered resume generation and career tools.
Location	Needed – a business registered in Selangor with a remote-first and digital operational model.
Management Control	Owner / within license terms – founding team leads and manages development and strategy.
Operational Control	Owner – all core operations, including AI prompts, UX, and support, handled by internal team.
Marketing	Needed – campaigns via social media, university outreach, and peer referral strategies.
Reputation	None currently – to be built through ethical branding, product quality, and partnerships.
Royalties / Fees	Not usual now, but likely in future for premium AI model use or third-party service integration.
Financing	Needed – will pursue grants, bootstrapping, and reinvestment strategies.
Disclosures	Agreement – legal disclosures related to AI usage, user data privacy, and licensing will be enforced.

Table 1.1: Business Concept



Our business best fits the Start-Up and License Technology category, which means that we will build our platform from the ground up while leveraging licensed AI tools. We will develop and market our services independently, grow our customer base from scratch, and comply with licensing and data use agreements.

Business Idea: Remy is an AI-powered platform that generates personalised and job-specific resumes based on user profiles and job descriptions. It helps job seekers showcase authentic strengths and improves job-matching outcomes through ethical and inclusive technology.



C. Target Market Summary

Factor of Target Market	Description
Who	Individual job seekers: SPM leavers, students, fresh graduates, early-career professionals, and mid-career switchers.
What	Need support in building personalised, honest, and effective resumes for specific job applications.
When	During key transition points: entering the job market, switching careers, or applying for internships.
Where	Initially in urban Malaysia (e.g., Klang Valley), with plans to expand across ASEAN via digital channels.
Why	Many struggles with resume customisation, lack of guidance, or access to career tools; Remy offers inclusive and AI-powered support to bridge this gap.

Table 1.2: Target Market



D. Nature and Structure of Organisation

Service-based digital organisation for profit.



E. Overview of Products and Services Offered

Product / Service	Description
Profile Builder	Collect education, experience, and personality data via guided questions to build a complete user profile.
meDiscovery	An AI chatbot that helps users discover their personality traits, work style, and strengths.
myResume Studio	Generate tailored resumes and cover letters based on job descriptions and user profiles.

Table 1.3: Product and Services Overview



F. Marketing & Sales Strategy Alignment with Customer Needs

Customer Need	How Your Business Will Satisfy It
Personalised resume tailored to each job.	Remy uses AI to analyse job descriptions and generate customised resumes and cover letters.
Better self-understanding and personality insight.	Users engage with meDiscovery to uncover strengths, work styles, and align them with job opportunities.
Simple and fast resume creation.	The platform offers guided input and automation to produce job-ready documents within minutes.
Affordable and accessible career tools.	Remy offers low-cost pricing, student discounts, and free trials to increase access for all users.

Table 1.4: Marketing and Sales Strategies



G. Key Success Factors for Business Sustainability

Success Factor	How It Works within Your Organisation
Strong technical foundation	The founding team has solid expertise in AI, LLMs, and software development to enable in-house innovation.
Inclusive and ethical product design	All tools are designed to serve diverse users fairly to align with the SDG goals and minimise bias. <i>It would be good to indicate which SDG</i>
Scalable digital infrastructure	Cloud-based systems allow us to operate leanly and expand quickly without physical limitations.
Strategic partnerships and outreach	Collaborations with universities, NGOs, and career platforms increase credibility and user adoption.

Table 1.5: Key Success Factor

H. Unit Economics Breakdown

One Unit	One AI-generated Resume (via myResume Studio)
Selling Price / Unit	RM 4.90
- COGS / Unit	RM 2.90
- Other Variable Costs	RM 0.00
TOTAL Variable Costs / Unit	RM 2.90
Contribution Margin / Unit	RM 2.00

Table 1.6: Unit Economics Breakdown

I. Short-Term and Long-Term Business Goals

Short-Term Goal	Measure of Success
Launch Minimum Viable Product	Platform live with Profile Builder and myResume Studio.
Onboard the first 1,000 users	1,000 registered accounts within 6 months.
Establish at least 3 university or NGO partnerships	Signed collaborations or pilot programs with at least 3 universities or NGOs.
Long-Term Goal	Measure of Success <i>Formatting issue.</i>
Expand to Regional ASEAN Markets	Active users from at least 3 ASEAN countries by Year 3.
Integrate job-matching and recruiter portal.	Launch of the recruiter dashboard and verified job posting system.
Impact 50,000+ Job Seekers with AI Tools	Platform usage reaches 50,000 unique job seekers with measurable outcomes.

Not going to expand partnership?

Table 1.7: Business Goals

J. Skills & Resource Contributions of the Founding Team

Resource or Skill	Who has the Skill / Resource?	If Needed, How Will It Be Obtained?
AI & Natural Language Processing	Ooi Zi Xuan, Adrian Tan Yee Horng	Already available in-house.
UI / UX Design	Chloe Tee Rouyi, Chin Wey Xuan, Dang Zi Yu	Already available in-house.
Frontend Development	Adrian Tan Yee Horng, Hng Qi Yean, Choo Jia Qi	Already available in-house.
Business & Strategy	Ooi Zi Xuan, Chin Wey Xuan	Supported by academic training and startup mentoring.
Marketing & Promotion	Currently limited	To be obtained through hiring an intern or part-time marketer.
Financial Management	Not yet available	Outsource to a freelance accountant.
Customer Support	Shared by the team	Will assign a dedicated executive once operations scale.

Table 1.8: Skill and Resource Inventory



K. Ownership Structure

Owner	Per cent of Ownership
Ooi Zi Xuan	16%
Adrian Tan Yee Horng	14%
Chin Wey Xuan	14%
Chloe Tee Rouyi	14%
Choo Jia Qi	14%
Dang Zi Yu	14%
Hng Qi Yean	14%

Table 1.9: Ownership



L. Sources & Uses of Capital

Sources of Funds	Amount Received (RM)	Uses of Funds	Amount Spent (RM)
Founder's Personal Capital / Bootstrapping	10,000	Lean Product Development (MVP)	35,000
Friends, Family & Angel Investors	50,000	Basic Cloud & Hosting	5,000
Debt Financing	15,000	Essential Legal & Compliance	5,000
Startup Grants / Competitions	15,000	Initial User Acquisition (Organic)	10,000
		Operational & Administrative Essentials	5,000
		Contingency Fund	26,350
Total Amount Received	90,000	Total Amount Spent	86,350

Table 1.10: Sources and Uses of Funds



M. Financial Projections Overview

Topic	Key Measure	Growth or Growth Rate	Time Frame
Revenue	Sales Growth	RM12,820/month estimated in Year 1	Year 1–2
Profitability	Return on Investment or Return on Sales	~43.7% based on projected margins	Year 1–2
Industry Position	Market Share	Small initial share, growing with outreach and partnerships	Year 1–3
Value	Net Worth	RM90,000 estimated capital + cumulative profits reinvested	By the end of Year 2

Table 1.11: Summary Financial Projections



N. Growth & Exit Strategy

Our initial growth will be self-generated through user acquisition and strategic partnerships with universities and career centres. In the mid-term, we plan to expand regionally across ASEAN by localising our platform and forming B2B collaborations.

We envision future growth through integrating a recruiter portal and monetising job-matching services. For exit, our strategy includes the possibility of acquisition by an edtech or HR tech company or partnering with a larger employment platform. IPO may be explored if traction scales significantly.



2.0 Mission, Vision & Culture

A. Mission Statement

Empower job seekers to discover their strengths and generate AI-personalised resumes that highlight authentic fit for each job opportunity.

B. Vision Statement

To be the most trusted AI career assistant that helps job seekers understand themselves, recognise their capabilities, and connect to truly fit roles. We envision hiring practices that promote fairness, clarity, and the realisation of human potential while contributing to poverty reduction through improved access to employment.

C. Core Beliefs and Culture

I. Technology should empower but not replace or divide.

We believe technology must enhance human potential without overshadowing individuality or widening inequality. Our tools are designed as supportive assistants that promote accessibility and uplift people from diverse backgrounds.

II. Every individual has unique strengths.

We recognise the distinct value in each person. Our tools are designed to guide users in discovering and expressing their potential with clarity and confidence.

III. Authenticity is more valuable than exaggeration.

We promote honesty and self-awareness in career development. Our tools craft resumes that reflect real experiences, not inflated or keyword-stuffed claims.

IV. Fair access to opportunities matters.

We are committed to building inclusive solutions that bridge employment gaps and support users from diverse backgrounds, including the underserved. We contribute to economic mobility and the broader effort to reduce poverty by helping users to find work aligned with their strengths.

V. Empathy and clarity lead to meaningful design.

We approach design with a deep understanding of user challenges. Our interfaces and interactions prioritise clarity, simplicity, and ease of use to minimise friction and confusion.

VI. Innovation should be purposeful.

We pursue innovation that delivers real-world value. Every feature is created with intention and grounded in practical needs rather than following trends.

VII. Growth is a continuous journey.

We believe both our users and our team evolve through reflection and feedback. Our platform is built to grow alongside its users to support long-term personal and professional development.

D. Social Responsibility Strategy

Our organization is grounded in the belief that career access should be equitable, inclusive, and guided by integrity. We aim to build a platform that not only supports individual growth but also contributes to the broader social good. Our approach includes the following:

I. Promoting Employment Equity

We design our platform to support job seekers from diverse backgrounds, especially those who face systemic barriers such as fresh graduates, mid-career switchers, and individuals with limited access to career guidance. By enabling profile discovery and personalized resume generation, we aim to reduce inequality in hiring outcomes and expand access to dignified work.

II. Shifting Focus from Templates to True Fit

We aim to shift hiring practices away from generic formatting and toward better alignment between a candidate's potential and the specific requirements of a job. Our platform customizes each resume to highlight a user's authentic strengths, thereby improving chances of employment for those often overlooked.

III. Accessible and User-Centred Design

We prioritise simplicity, intuitive navigation, and inclusive design to support users with varying levels of digital literacy. This ensures our tools remain usable for marginalised and underserved populations.

IV. Continuous Community Engagement with Social Impact Partners

We plan to collaborate with schools, universities, career centres, and non-profit organisations to extend our tools to underrepresented groups and remain grounded in real user needs.

V. Reinvesting in Impact through Profit Donation

We commit to donating 10% of our net profit after tax to reputable organisations and initiatives dedicated to eradicating poverty, deepening our social impact. This reinvestment closes the loop between our platform's success and broader societal upliftment to ensure financial success directly fuels inclusive progress.

Our long-term ambition is to contribute meaningfully to Sustainable Development Goal 1 (SDG 1): No Poverty by addressing unemployment and underemployment. These are the key drivers of poverty. We aim to break the intergenerational cycle of poverty by equipping more individuals with tools to access sustainable and dignified employment. We envision a future where economic empowerment is accessible to all through upward mobility, financial independence, and equal opportunity in the job market.

3.0 Company Description

A. Industry Classification

The company operates within the Human Resource Technology (HRTech) sector and offers digital services related to AI-powered career support tools.

Industry	MSIC Code	Products/Services
Web Portals	63120	AI-driven career platform providing resume tailoring and personality profiling.
Other Information Technology Service Activities	62099	Cloud-based platform integrating resume generation and personality profiling.
Educational Support Services	85499	Career readiness tools for students from universities.
Data Processing, Hosting & Related Activities	63111	Hosting of user profiles, resume databases, and AI resume generation services.
Market Research and Public Opinion Polling	73200	Data collection and behavioural insights via profiling and survey-based tools.

Table 3.1: Industry Classification



B. Type of Organisation

Service-based digital organisation that delivers career tools via a web platform.

C. Needs Satisfied by the Business

Customer Need	How Business Will Satisfy It
Clearer self-expression	Users gain confidence in expressing themselves through structured prompts and AI-guided content generation.
Self-discovery	Users uncover their personality traits and strengths through personalised assessments and feedback loops.
Resume authenticity	AI ensures users' resumes reflect their unique experiences and voices instead of generic phrasing.
Alignment with roles	Resume outputs are mapped directly to job expectations using context-aware algorithms and language models.
Time-saving	Users can generate, revise, and adapt resumes in minutes rather than hours.

Table 3.2: Marketing & Sales Strategy



D. Strategic Advantage

- Leverage generative AI and Large Language Models (LLMs) to transform user input into tailored and impactful resumes based on job descriptions.
- Guide users toward self-awareness and job-market alignment through an intuitive and research-backed process.
- Address resume quality and personality-job match challenges simultaneously.
- Designed to grow with user data while improving recommendations and outcomes over time.

**E. Organisational Legal Structure**

Private Limited Company (Sendirian Berhad, Sdn. Bhd.).

F. Rationale for Legal Structure Choice

The Private Limited Company structure limits founders' liability and supports future growth and external funding. It is ideal for a tech startup operating in Malaysia.

G. Business Registration State

Selangor, Malaysia.

H. Physical Operational Base

The organisation operates with a flexible working model. Most team activities are remote and arranged as needed, with the primary office serving as a base for administration.

I. Geographic Reach

The organisation initially targets job seekers in Malaysia, especially students and early-career professionals. As a digital platform, we are not limited by physical location. This allows us to scale to ASEAN and global markets through strategic partnerships and cultural localisation.

**J. Ownership Structure**

Shareholder / Stakeholder	Equity
Ooi Zi Xuan	16%
Adrian Tan Yee Horng	14%
Chin Wey Xuan	14%
Chloe Tee Rouyi	14%
Choo Jia Qi	14%
Dang Zi Yu	14%
Hng Qi Yean	14%

Table 3.3: Ownership



4.0 Opportunity Analysis & Research

A. Research Methods

I. Online Survey (Google Form)

Research Period: April - June 2025

Target Respondents: University students, fresh graduates, and early career professionals

Online surveys are utilised to understand the respondents' job-seeking behaviour, challenges faced in resume writing, awareness of AI tools, and interest in using AI-powered platforms for career development. Participants were informed about the purpose of the study and how their information would be utilised for both product development and scholarly research. All responses were gathered anonymously.

Both open-ended and closed-ended questions were included in the survey form using multiple-choice questions and Likert scales. Key areas covered include:

- Participants' demographic information, such as age, gender, education level, and industry.
- Current job-seeking status.
- Experience with resume writing.
- Emotional responses and challenges experienced during resume writing
- Usage of AI tools in job application processes.
- Perceived usefulness of potential platform features like resume generators, personality profiling, job matching, and interview preparation.
- Willingness to pay and preferred pricing models for the platform.
- Space for open feedback and suggestions.



The findings from the survey will guide the development and design of the suggested AI-driven job application site. Additionally, the participants who showed the desire for early access will be invited to participate in a prototype testing session, where their input will be used to make the site more usable and functional.

Reimagining Resumes with AI - User Research Survey

Hi there! 🙌

Thank you for your willingness to participate in this survey. We are a team of students from Taylor's University, currently developing a business plan as part of the *Ideating Start-up (BUS61104)* module.

Our project explores how **Generative AI** 🤖 can help **job seekers** 🚧💻 discover their **personal strengths** 💡 and create **tailored, truthful resumes** that better match job opportunities 🎯.

🎯 Purpose of the Survey

We're collecting insights from **students, job seekers, working professionals, and recruiters** to help us validate the need for our platform. Your input will guide us in designing features that solve real problems faced during the job application process – from resume creation to employer matching.

👥 Team Members:

Ooi Zi Xuan

Hng Qi Yean

Chloe Tee Rouyi

Choo Jia Qi

Chin Wey Xuan

Adrian Tan Yee Horng

Dang Zi Yu

Figure 4.1: Google Form Survey

II. Document Research

Research Period: May – June 2025

Target Materials: Industry reports, academic journals, and online articles on job application trends, AI in recruitment, and resume writing challenges

We also conducted document research to identify current trends in the job market, resume writing practices, and the use of AI in recruitment. Sources included industry reports, academic journals, news articles, and white papers. This helped us align our platform with market demands and forecast future developments in AI-driven career services.



III. Focus Group

Research Period: 12th June 2025

Target Participants: Student peers

Participants: Choong Victor, Ooi Kee Fong, Tee Liheng, and Gene

Informal focus group sessions were conducted with peers and interested volunteers to gather feedback on our platform concept. Participants first shared their current challenges and confidence levels related to resume writing. After we shared an overview of the platform's main features, including the smart resume generator and profile builder, participants were asked to reflect on how helpful and relevant they found the tools. Their feedback gave us meaningful insights into user needs, expectations, and potential improvements, which we used to refine the platform further.



IV. Observation

Research Period: May – June 2025

Focus Areas: Social media, forums (e.g., Reddit, LinkedIn), and career service websites

We observed social media platforms, career forums, and professional networking sites to better understand user behaviour and emerging trends. In addition, we also drew observations from our daily lives, which enhanced our understanding of real-world challenges and expectations. This observational approach enabled the identification of common challenges, unmet user needs, and prevailing preferences, supplementing our understanding of the broader landscape of career development tools.



V. Competitor Website Analysis

Research Period: May – June 2025

Target Platforms: Existing AI-powered resume builders and job-matching platforms

Platforms: Rezi, Resume.io, Teal, Kickresume

A comparative analysis of existing job application platforms was conducted. We reviewed their features, pricing models, user experience, and AI capabilities. By benchmarking against competitors, we identified both gaps and opportunities to differentiate our platform through innovative, inclusive, and practical tools tailored to young job seekers.



B. Target Customer

Primary Segment: Individual Job Seekers

- **SPM Leavers**

Individuals seeking their first exposure to the workforce and needing help to build foundational resumes and discover suitable entry-level roles.

- **Students and Internship Seekers**

Current students looking for internship opportunities who require guidance in presenting academic achievements, extracurricular experience, and soft skills effectively.

- **Fresh Graduates**

Individuals entering the job market for the first time need support in building effective, truthful resumes and understanding job expectations.

- **Mid-Career Switchers**

Professionals seeking a career change often lack role-specific resumes or clarity on how their existing experience translates to new roles.

- **Early-Career Professionals**

Individuals with 1–5 years of experience seeking to transition into new roles or industries who require tailored resumes and strategic career guidance to enhance visibility and competitiveness in the job market.

Secondary Segment: Organisational Enablers

- **Career Placement Centres of Universities and Colleges**

Career departments are aiming to equip students with modern, AI-driven career tools to improve employability and streamline resume development.

- **Non-Governmental Organisations (NGOs)**

Organisations supporting underserved communities and vulnerable groups by offering accessible tools for employment readiness and career development.

- **Government Bodies and Workforce Development Agencies**

Public institutions focus on improving national employment outcomes by providing citizens with access to scalable and tech-enabled career services.

- **Social Enterprises and Foundations**

Mission-driven organisations seek to promote economic mobility by partnering with inclusive platforms that support fair job access and upskilling initiatives.



4.1 Industry Analysis

A. Industry Classification and Offerings

Our business operates in the Human Resource Technology (HRTech) sector. We specialise in AI-driven tools that support job seekers in building tailored resumes, uncovering their strengths, and improving job fitness. Below is the industry classification based on MSIC codes and the related services offered:

Industry	MSIC Code	Products/Services
Web Portals	63120	AI-driven career platform providing resume tailoring and personality profiling.
Other Information Technology Service Activities	62099	Cloud-based platform integrating resume generation and personality profiling.
Educational Support Services	85499	Career readiness tools for students from universities.
Data Processing, Hosting & Related Activities	63111	Hosting of user profiles, resume databases, and AI resume generation services.
Market Research and Public Opinion Polling	73200	Data collection and behavioural insights via profiling and survey-based tools.

Table 4.1: Industry Classification



B. Demand Influences

Table 4.2 outlines the key demands for drivers and how they affect our business:

Demand Factor	Description
Consistently High Number of SPM Graduates Not Pursuing Higher Education	Each year, over 400,000 students sit for the SPM exam, and a sizable portion opts out of higher education. In 2024, about 48.74% entered the workforce directly after school, highlighting a steady flow of young job seekers who require accessible employment guidance (TheVibes, 2025; Phang, 2024).
Persistent Unemployment Rates	As of Q4 2024, Malaysia's unemployment rate was 3.2%, with around 546,900 individuals actively seeking jobs. This reflects a continued need for effective job-matching tools (DOSM, 2025).
Growth of Remote and Hybrid Work	The rise in flexible work arrangements has broadened access to job opportunities, including international roles. However, it has also intensified competition, making personalised applications and strategic job-hunting tools more important than ever.
Stronger Emphasis on DEI in Hiring	Companies are placing greater value on fair and inclusive hiring. This drives the demand for unbiased job-matching platforms that support diversity goals.
Gen Z & Millennial Workforce Expectations	Younger job seekers expect tech-savvy and user-friendly platforms that offer tailored career advice and instant feedback.
Resume Fatigue Among Job Seekers	Many job seekers face frustration after submitting numerous applications with little to no response. This has increased interest in automated tools that enhance job matching and reduce manual effort.
Growing Employer Focus on Soft Skills	Nowadays, more employers are prioritizing traits like communication, adaptability, and making personality-based assessments a valuable part of the application process.

Table 4.2: Demand Influences

Detailed analysis with some supporting evidences.



C. Supply Influences

Table 4.3 outlines key influences on the supply side of our platform:

Supply Factor	Description
Availability of Pretrained LLMs	Pretrained language models allow scalable and high-quality text generation. They also support features like personality inference with minimal manual input.
Licensing & Use of Personality Assessment Tools	Access to reputable assessment tools can improve the credibility of personality evaluations. However, licensing restrictions may limit their integration.
Data Privacy Regulations	These regulations determine how user data is collected, stored, and used. Compliance is essential to ensure user trust and avoid legal issues.

Table 4.3: Supply Influences



D. Industry Size Estimation

The Human Resource Technology (HRTech) industry has grown significantly with the rise of AI applications in recruitment and career development. The table below summarises its historic, current, and projected size:

Time Frame	Year Included	Size (RM)	Data Source
Historic Size	2020	~139.6 billion	Grand View Research – Online Recruitment Market
Current Size	2025	~202.1 billion	IBISWorld, Statista – Online Resume & Career Services
Projected Size	2026-2030	~282–564+ billion	McKinsey, Allied Market Research – AI in HR Tech & Career Personalisation

Table 4.4: Industry Size



E. Industry Trends and Characteristics

Current Characteristics and Trends in the Industry

- Resume Personalisation Tools Are on the Rise**

AI resume tools are increasingly used to tailor applications for specific roles and optimise for Applicant Tracking Systems (Jobscan, 2023). Our platform aligns with this trend by generating personalised and job-specific resumes that highlight authentic user strengths.

- Ethical and Inclusive Design Is in Demand**

There is a growing emphasis on accessible and user-centred platforms that support job seekers from diverse backgrounds (LinkedIn, 2023). Our design prioritises simplicity and inclusion to support fair access to employment.

Anticipated Characteristics and Trends in the Industry

- Specialised AI Features Will Drive Growth**

Rather than building broad ecosystems, resume platforms are expected to innovate with features like localised formatting and intelligent content generation (PwC, 2023). Our platform is designed to evolve with these needs.

- Emerging Markets Offer High Growth Potential**

Digital job-seeking is rapidly increasing in Southeast Asia, especially in Malaysia, India, and Indonesia (Google-Temasek-Bain, 2023). We are positioned to serve these markets with affordable, culturally adapted resume tools.

F. Major Customer Segments

- Consumers**

SPM leavers, students & internship seekers, fresh graduates, mid-career switchers, and early-career professionals.

- Businesses**

Career placement centres of universities and colleges, NGOs, government bodies, workforce development agencies, social enterprises, and foundations.

There has been limited prior discussion on this subject.

G. Target Market Size

We aim to serve both individuals and organisations seeking smarter career solutions. Table 4.5 outlines our anticipated market size metrics:

Measures of Market Size	Size	Source of Data
Number of Customers	~1.5 billion globally	World Bank, UN Population Data
Size of Purchases	USD 2–30/month for resume tools, job matching, and personality-based career services	Zapier, The 5 Best AI Resume Builders
Frequency of Purchases	2–3 job application cycles/year; higher during job transitions	LinkedIn Hiring Trends, CareerBuilder Data
Trends	Rising demand for personalised, AI-powered application tools and increased job mobility	McKinsey Future of Work, Deloitte Human Capital Trends Reports

Table 4.5: Target Market Size

4.2 Environmental Analysis

A. SWOT Analysis

The SWOT analysis below summarizes our organization's internal capabilities and external market outlook:

<u>Strengths</u>	<u>Weaknesses</u>
<p>1. Strong Computer Science and AI Background</p> <ul style="list-style-type: none">- Our founding team consists of Computer Science graduates with a solid foundation in machine learning, natural language processing, and large language models. This allows us to build Remy from the ground up with technical precision. <p>2. User-Centric Design Mindset</p> <ul style="list-style-type: none">- Our team emphasizes clarity, empathy, and simplicity in user experience, which ensures our platform is intuitive even for first-time users. <p>3. Low Overhead with Digital-First Infrastructure</p> <ul style="list-style-type: none">- Without physical manufacturing or logistics, our cost structure remains lean. This enables us to allocate more resources to product improvement and user support. <p>4. Hands-On Technical Development</p> <ul style="list-style-type: none">- All platform features are developed in-house, allowing full control over the product's direction, security, and AI behavior. This reduces reliance on third-party vendors.	<p>1. Lack of Established Industry Experience</p> <ul style="list-style-type: none">- While technically skilled, the team may lack direct experience in recruitment, HR, or large-scale platform management, requiring steep learning in certain areas. <p>2. No Dedicated Sales or Marketing Team</p> <ul style="list-style-type: none">- The absence of a specialized marketing unit may affect our go-to-market strategy, limiting initial traction and brand awareness. <p>3. Time Constraints Due to Academic Commitments</p> <ul style="list-style-type: none">- Team members may be balancing this startup with academic or personal responsibilities, potentially affecting development speed and availability. <p>4. Limited Access to Funding or Partnerships</p> <ul style="list-style-type: none">- As an early-stage startup, we do not yet have significant capital or strategic partners to accelerate growth or expand operations.



<u>Opportunities</u>	<u>Threats</u>
<p>1. Increasing Use of AI in Career Tools</p> <ul style="list-style-type: none"> - Companies are increasingly adopting AI for recruitment, making our platform highly relevant and timely. <p>2. Demand for Personalized Career Tools</p> <ul style="list-style-type: none"> - Many job seekers are shifting from one-size-fits-all templates to tools that offer personalized job readiness and self-discovery. (Yadav et al., 2024) <p>3. Support from Educational & Social Institutions</p> <ul style="list-style-type: none"> - There is an opportunity to partner with schools, universities, NGOs, and government agencies to reach underrepresented communities. <p>4. Rising DIY Career Building Culture</p> <ul style="list-style-type: none"> - More job seekers prefer self-service platforms that allow them to take control of their career paths without relying on consultants or agencies. This creates demand for easy-to-use, AI-powered resume tools. <p>5. Remote Work and Career Switching Trends</p> <ul style="list-style-type: none"> - The rise of remote work and career pivots post-pandemic increases demand for flexible, accessible, and guided job search platforms. (Pabilonia and Redmond, 2024) 	<p>1. Platform Fatigue or Market Saturation</p> <ul style="list-style-type: none"> - With many resume builders and AI tools in the market, users may experience “platform fatigue” and stick to well-known tools unless Remy offers a standout hook. <p>2. Privacy and Data Security Concerns</p> <ul style="list-style-type: none"> - Users may be cautious about sharing personal information if the platform does not clearly state how their data is protected. <p>3. Regulatory Changes in AI Use</p> <ul style="list-style-type: none"> - Future policies or restrictions around the use of AI in hiring could impact how the platform operates. <p>4. Recruiter Resistance to AI-Generated Content</p> <ul style="list-style-type: none"> - Some recruiters may still prefer human-written resumes and view AI-generated content with skepticism. This could make it harder for job seekers to confidently apply using AI-generated resumes. <p>5. User Misuse or Overreliance on AI</p> <ul style="list-style-type: none"> - There is a risk that users might rely too heavily on AI tools without fully understanding or reflecting on their strengths and goals.



B. Potential International Reach

Our platform is believed to have strong potential for international reach. Job readiness assistance, custom resume building, and career counselling are among the most in-demand services worldwide, particularly for recent graduates, career switchers, and other job seekers (Yadav et al., 2024). Users from various countries can access our services anytime and anywhere, as the platform is entirely digital and not restricted by geographical or regulatory constraints.

Moreover, we recognize that employment challenges are common across global job markets. These include a lack of guidance, difficulty standing out in applications, and mismatches between candidates and roles. Our solutions are highly relevant on an international scale.

To reach international clients effectively, we will implement the following strategies:

1. Social Media Marketing

The primary goal is to leverage global platforms like Instagram, TikTok, and Facebook to raise awareness and connect with job seekers. Targeted campaigns supported by collaborations with Key Opinion Leaders (KOLs) can be localized to resonate with diverse audiences and cultural contexts.

2. Strategic Partnerships with Educational Institutions

We aim to partner with universities, colleges, and online learning platforms in different countries to offer our services to students and recent graduates. These partnerships may include promotion packages, campus ambassador programs, customized onboarding workshops, and more.

3. Collaborations with International Career Platforms and NGOs

Cooperating with international job sites, youth career organizations, and non-profits not only enables us to access the underprivileged populations but also to offer subsidized services in regions with high unemployment rates.

By prioritizing inclusivity, accessibility, and global scalability, our platform is uniquely positioned to support job seekers across borders, which in turn helps to reduce employment challenges on a global scale.



4.3 Competitive Analysis

A. Defining the Competition – Direct and Indirect

Direct Competitors:

Digital platforms or services that specialize in resume building, generating cover letters, and job-matching tools. Examples include Resume.io, Rezi, and Kickresume. These tools provide standard resume templates, basic guidance, and sometimes AI-driven features.

Indirect Competitors:

General job boards (e.g., LinkedIn Career Tools), university career centres (e.g., Taylor's SEED Portal), and recruitment agencies. While they may not offer the same suite of integrated digital tools, they share the same goal of helping individuals secure employment.



B. Competitive Advantage

Remy outperforms other competitors with the following competitive advantages:

1. AI-Powered Customization

Instead of relying on generic templates, Remy utilizes AI to guide users through scenario-based questions, helping them build their resumes based on real-world experiences, skills, and career goals.

2. Job Description Matching

Remy analyses the job description uploaded, then aligns it with the user's data to highlight relevant strengths and remove irrelevant information. This helps users to understand if they are a good fit for the job description or lack any skills.

3. Data-Centric Accuracy

By storing user profiles and job descriptions in one unified system, Remy ensures consistency, accuracy, and a higher chance of achieving job-matching success. It allows each resume to align more with the job requirements.

4. Integrated Career Toolkit

Remy combines profile building, tailored resume generation, and cover letter support in a single platform, simplifying the job application process and saving users time in refining their own resumes.



C. Competitive Analysis and Benchmarking

	Wt.	Remy		Resume.io		Rezi		Novoresume	
		Rating	Wtd. Rating	Rating	Wtd. Rating	Rating	Wtd. Rating	Rating	Wtd. Rating
Quality	0.15	4.0	0.60	4.5	0.675	4.0	0.6	4.5	0.675
Price	0.10	4.5	0.45	3.0	0.30	3.5	0.35	3.0	0.30
Ease of Use	0.10	4.0	0.40	4.5	0.45	4.0	0.40	4.5	0.45
Features	0.20	4.5	0.90	3.5	0.70	4.5	0.90	4.0	0.80
Customization	0.10	4.5	0.45	3.5	0.35	3.0	0.30	3.5	0.35
Export	0.05	4.0	0.20	3.5	0.175	4.0	0.20	4.0	0.20
Speed/ Performance	0.10	4.0	0.40	4.0	0.40	4.5	0.40	4.0	0.40
Support/ Guidance	0.20	3.5	0.70	3.5	0.525	4.0	0.80	4.5	0.90
Total	1.00	33	4.10	30	3.575	31.5	3.95	32	4.075

Table 4.6: Competitive Analysis



Table 4.6 shows the competitive analysis of our solution, Remy, against existing players in the market. The rationale for the weightage of each criterion is outlined below:

1. Quality

The usefulness of a platform is a key factor in attracting and retaining users. It is weighted at 0.15. Survey results showed an average "Usefulness" score of 4.05 out of 5, indicating that users place a high value on product quality.

2. Price

Users are often drawn to strategic pricing or flexible payment plans, typically preferring lower prices or trial options. While important for adoption, price is not the main competitive edge, so it is weighted at 0.10.

3. Ease of Use

Given that the platform targets students and early-career professionals, intuitive design and user-friendliness are crucial. This criterion is also weighted at 0.10 to reflect its importance in the user journey.

4. Features

Survey responses highlighted product features as the most direct competitive differentiator. Accordingly, this criterion has a high weightage of 0.20, reflecting the need to emphasise distinctive functionalities.

5. Customisation

Personalised content helps build user trust and allows individuals to present their unique profiles. This criterion is assigned a weight of 0.10 due to its importance in enhancing user confidence in AI-generated content.

6. Export

While exporting resumes is a fundamental feature expected by users, it was not frequently mentioned in survey feedback. Therefore, it is given a lower weightage of 0.05.

7. Speed/Performance

Users indicated that the time spent on creating resumes matters, particularly in AI-driven platforms. Speed directly affects usability, and thus it holds a weight of 0.10.

8. Support/Guidance

User feedback emphasised concerns around data handling, clarity of instructions, and overall platform support. As a critical aspect of trust and satisfaction, this category is assigned a high weightage of 0.20.



D. International Competitor Landscape

International Competitor	Method of Competition
Resume.io	Resume.io operates on a freemium model where users can build resumes for free with limited access. Features like PDF downloads and cover letter generation require a subscription. The platform is accessible globally and offers over 25 ready-made templates, multilingual support, and integration with popular job websites (MyPerfectResume, 2025).
Rezi	Rezi uses AI to tailor resumes, especially for Applicant Tracking Systems (ATS). It offers a freemium plan with basic features, while premium subscriptions unlock full access to AI-generated content, unlimited resumes, keyword suggestions, and advanced analytics. Rezi is ideal for users seeking to pass ATS filters using job-specific content (Rezi, 2025).
LinkedIn Career Tools	LinkedIn provides professional networking and career tools such as profile-to-resume conversion, job alerts, company insights, and LinkedIn Skill Assessments (Nabeel Faraz, 2024). While not a traditional resume builder, it competes by offering resume visibility, job-matching features, and networking opportunities. Advanced tools are available through LinkedIn Premium, a paid service.
Kickresume	Kickresume specialises in creating visually appealing and well-designed resumes. The platform is free with access to basic templates, while premium users benefit from advanced design options, AI-powered resume writing, personal website creation, and career advice. It caters to users seeking standout, creative resumes (Kickresume.com, 2025).

Table 4.7: International Competition



E. Competitive Advantage Strategy

Competitive Advantage Question	Competitive Difference (USP)
The Offer: What will be better and different about the products and services that will be sold by the business?	The platform offers a suite of AI-powered career tools, including personality-based profile creation, resume generation, and cover letter writing. It stands out from similar tools by providing personalised services based on collective user feedback, all within a single platform. Centralising all data enables the platform to deliver more accurate and tailored outputs.
Target Market: To make it as successful as possible, which customers should be the focus of the business?	The platform targets individual job seekers, including SPM leavers, university and college students seeking internships, fresh graduates, early-career professionals, and mid-career switchers who need resumes tailored to their strengths and job goals. It also collaborates with organisational enablers such as university career centres, NGOs, government workforce agencies, and social enterprises to reach underserved communities, especially those lacking access to career coaching or resume-writing resources.
Production and Delivery Capability: What will be better or different about the way that offer is produced and delivered to those customers?	Remy is a fully digital, cloud-based platform that enables users to create personalised resumes quickly and easily. By using AI to automate resume customisation based on user input and job descriptions, it removes the need for manual editing or one-on-one consultations. The platform is accessible online at any time, delivering a fast, consistent, and user-friendly experience tailored to individual career goals.

Table 4.8: Competitive Advantage



F. Marketing and Operational Tactics

The table below presents key tactical questions, associated challenges, and our proposed solutions:

Tactical Question	Issues	Solutions
Sales Plan: Where and how will you sell to your customers?	How to identify prospects and convert them to sales	Partner with universities and NGOs by offering limited-time free access to increase exposure and expand the customer base. Attend career fairs or school events to showcase the solution and offer free, tailored resume evaluations. Collaborate with Key Opinion Leaders (KOLs) on digital platforms to increase brand visibility. Digital marketing via LinkedIn, Instagram, and TikTok will serve as secondary outreach.
Market Communications: How will you communicate with your customers and make them aware of your business offer?	How to make customers aware of the offer and attract them to the business	Use social media advertising to reach both broad and target audiences. Leverage university partners to access student groups. Implement referral and loyalty incentives to encourage word-of-mouth advertising.
Operating Plan: How will you manage your internal operations?	How to operate the business and assign responsibilities	Define specific roles for UI/UX design, marketing, product development, and customer support, as outlined in the staffing plan. Integrate automated alerts to monitor model performance and detect anomalies. Hold regular standup meetings using project management tools to ensure team alignment.
Budget: How do you plan to manage your revenues and expenses?	Possible sources of revenue and expected purchases	Construct an annual budget plan covering technology development, cloud infrastructure, and third-party service costs. Conduct regular financial reviews to adjust allocations based on business progress and evolving needs. Explore non-revenue funding sources such as startup grants,



		tiered subscription plans, and premium add-on services. Anticipated expenditures include team compensation, legal services, maintenance, and promotional activities.
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Table 4.9: Marketing Tactics

G. Barriers to Entry

As a startup, Remy builds several barriers that help protect and grow the business in a competitive market:

- **Use of Open-Source AI**

Remy utilises open-source AI models tailored to real user needs. We focus on practical tools that help break the cycle of poverty and promote shared prosperity. These include personalised resume builders, skills assessments, and job matching features. Developing such a meaningful and accessible foundation takes time and effort, which makes it difficult for new entrants to match our depth and relevance.

- **All-in-One Platform**

Unlike competitors focusing on one or two core functions, Remy integrates multiple tools into a single platform. This eliminates the need for users to switch between apps, reducing fragmentation and increasing user stickiness. The convenience and trust built over time create a strong barrier for new entrants attempting to earn user credibility quickly.

- **Data Centralisation**

Remy continuously learns from user interactions, preferences, and profile data over time, allowing it to deliver increasingly personalised suggestions. This data-driven refinement creates a competitive advantage that new entrants cannot easily replicate without undergoing a similar long-term learning process.



5.0 Marketing Strategy & Plan

A. Market Segmentation Strategy

To effectively reach and convert our target users, we apply a multi-dimensional market segmentation approach. This allows us to tailor our messaging, channels, and features to the specific needs, behaviours, and mindsets of distinct user groups.

Segmentation Method	Segments	Marketing Approach
Geographic	Urban areas in Malaysia, especially the Klang Valley (initially)	Social media ads via TikTok, Instagram, and LinkedIn target students and young professionals in major urban areas.
Demographic	SPM leavers, final-year students, fresh graduates, early-career professionals (Ages 18–30)	Targeted content on TikTok and Instagram, outreach to school counsellors, and participation in career events, including university and school fairs.
Psychographic	Ambitious, tech-savvy individuals seeking career growth, self-discovery, and meaningful employment.	Value-driven branding (self-discovery, fairness), with word-of-mouth, storytelling, and peer success stories.
Behavioral	Users who actively seek jobs, frequently apply, or struggle with resumes	Retargeting ads, resume audit tools, free trials, and instant feedback to hook users in the resume-building moment.

Table 5.1: Market Segmentation

B. Positioning Statement

Remy Intelligence Sdn. Bhd. is the AI-powered career platform that creates personalised, honest, and job-targeted resumes based on personality and job-fit alignment to empower students, fresh graduates, and career switchers in landing opportunities that truly suit their strengths.

C. Organisational Growth Plan

Planned Growth Methods

• Self-Generated Growth

Organic expansion through collaborations with universities, participation in career events, word-of-mouth referrals, and targeted digital marketing.

• Other Strategic Partnerships

Collaborations with NGOs, universities, and international job platforms to extend platform reach and support underserved communities.

5.1 Products / Services

A. Product and Service Overview

	Description
Profile Builder	Collects job seekers' data, from education and experience background, including data that is deemed important in a resume, using scenario-based questions to generate a comprehensive profile.
meDiscovery	Launches AI chatbots to help job seekers explore and identify their personality traits, including personal strengths, working styles, and behavioural tendencies.
myResume Studio	Generates customised resumes and paired cover letters based on job descriptions provided by the job seekers. Analyses both job requirements and profile to highlight the most relevant qualifications, remove unnecessary information, and provide an industry-specific resume style.

Table 5.2: Product/Service Offerings

B. Customer Needs Alignment

- Solves Resume Customisation Issues**

Many job seekers, including SPM leavers, fresh graduates, mid-career switchers, and underserved individuals, struggle to tailor their resumes to specific job roles. They often use generic templates, reuse content, or overstate experiences. Remy helps them build resumes that reflect their real strengths and meet employer expectations.

- Guided Profile Building**

The Profile Builder uses scenario-based questions to collect input on education and work experience. This guided method ensures users share relevant and meaningful data that supports better resume generation.

- AI Chatbot Integration for Trait Discovery**

An AI chatbot is included to help job seekers identify their key personality traits and behavioural tendencies. This adds depth to their profiles and helps match soft skills to job requirements.

- Customised Resume and Cover Letter Generation**

Once a job description is provided, Remy analyses both the job post and the job seeker's profile to produce a tailored resume and matching cover letter. It highlights the most relevant qualifications while removing unnecessary information.

- **Improves Job Application Confidence and Success**

By aligning resumes with both the user's traits and employer expectations, Remy helps job seekers showcase their strengths honestly, boosting confidence and improving their chances of securing a job offer.

C. Product Life Cycle Positioning

	Introduction	Growth	Maturity	Decline	Industry?
Profile Builder	X				
meDiscovery	X				
myResume Studio		X			

Table 5.3: Product/Service Life Cycle Stages



Both the Profile Builder and meDiscovery are currently in the Introduction stage of the product life cycle. Although the concept of digital profile building exists in the market, Remy has taken a slightly different approach that introduces guided scenario-based assessments to collect user data and generate a personalised profile. Similarly, while personality assessments and AI chatbots are not a new thing to the marketplace, Remy applies them in a career-building context to help users better understand and present their strengths. At this stage, the system is undergoing beta testing, and early user feedback is being used to refine the relevance of profile data for resume generation.

myResume Studio is in the growing phase of the product life cycle. According to Bhatt and Shah (2023), there is a growing adoption of Artificial Intelligence (AI) in the HRTech industry and a rising demand for AI-powered resume generators (Rapidresume.com, 2024). These trends provide a favourable environment for Remy to transition into a growth phase. At this stage, the primary focus is to expand the user base, build brand recognition, and continuously improve the quality and relevance of resume outputs.

D. Product Features and Benefits

Product/Service	Features	Benefits
Profile Builder	<ul style="list-style-type: none"> • Personality traits assessment through guided scenario-based questions • Profile data collection (education, skills, experiences) 	<ul style="list-style-type: none"> • Help job seekers build a personalised and complete profile • Form the foundation for customised resumes

meDiscovery	<ul style="list-style-type: none"> AI-powered chatbot interaction Discover personality strengths and behavioural tendencies 	<ul style="list-style-type: none"> Support more confident and targeted job-seeking behaviour Encourage self-awareness to guide better resume and job application decisions
myResume Studio	<ul style="list-style-type: none"> AI filters and match user data to job requirements Resume generation based on job description input Cover letter pairing tool 	<ul style="list-style-type: none"> Produce tailored resumes that improve job matching Save time by automating customisation Enhance professionalism with cohesive documents

Table 5.4: Features and Benefits



E. Intellectual Property Ownership

The company is currently in the early stages of securing formal intellectual property (IP) protections. Key areas of focus include:

- Copyrights**

The company intends to hold copyrights for all original content created within the platform. This includes the user interface design, personality assessment prompts, resume templates, and branding materials.

- Patents**

Plans are underway to file patents for the platform's AI-driven processes, specifically the resume personalisation algorithm and personality-to-job matching logic.

- Trademarks**

Trademark registration is being considered for the brand name "Remy" and the company logo. These trademarks will protect the brand identity and prevent unauthorised use by competitors.

- Service Marks**

Legal protection will be sought for the names of Remy's core assistant tools, including Profile Builder, meDiscovery, and myResumeStudio. These service marks will ensure exclusive rights to the names associated with our AI-powered career assistance features.



F. Philanthropic Engagement Strategy

Organization	Constituency	Contribution	Rationale
Yayasan Chow Kit	Underserved youth (ages 18-21)	Free access to profile creator and resume-building tools	Empower underserved individuals with tools to increase employability and break the cycle of poverty.
Women's Aid Organisation (WAO)	Women re-entering the workforce or mid-career switchers	Time-limited discounts for resume and cover letter support	Empower individuals from marginalised communities with career tools that support economic independence.
University Career Centres	Final year students and fresh graduates	Time-limited discounted access through .edu-verified accounts or alumni placement partnerships.	Support young adults in transitioning from education to the workforce with confidence.
Community Centres or TVET Institutions	SPM leavers and vocational students	Free or subsidised access through community partnerships	Provides early job seekers with guidance and AI-powered tools that increase their chances of employment despite limited experience.

Table 5.5: Philanthropic Plans



G. Philanthropy and Brand Communication

To support Sustainable Development Goal (SDG) 1: No Poverty, Remy incorporates philanthropy into its brand and marketing strategy, raising awareness while delivering real social impact.

- **Target Audience Outreach**

Focus outreach on individual job seekers, including SPM leavers, fresh graduates, mid-career switchers, and individuals from underserved communities. Additionally, engage with organisational enablers such as university career centres, NGOs, and government workforce agencies that provide job readiness support.

- **Digital Marketing Campaigns**

Leverage platforms such as LinkedIn, Instagram, and TikTok to deliver targeted advertising and content. Messaging will highlight both the platform's functionality and its social mission through accessible, relatable campaigns.

- **Strategic Partnerships**

Collaborate with universities, job platforms, and career websites. Offer limited-time free access to allow users to explore the platform and expand visibility among new audiences.

- **Career Fairs and School Events**

Actively participate in career fairs, school programs, and community outreach events. Provide free personalised resume evaluations as an entry point to engage users and communicate Remy's mission in person.

- **Referral and Loyalty Programs**

Introduce referral initiatives to encourage organic growth through user recommendations. Implement loyalty rewards to promote sustained engagement with the platform over time.



5.2 Pricing

A. Pricing Strategy & Gross Margin Expectations

Profile Builder adopts a penetration pricing strategy. It offers a low-cost entry point to attract new users, particularly students and early job seekers. This approach allows users to experience the platform's core value of personality discovery and profile building at minimal cost, helping to build trust and encourage ongoing engagement (BDC, 2025). The expected gross margin for this service is estimated at 60%, due to the low delivery cost of digital assessments.

myResume Studio, which provides tailored CVs and cover letters based on real job descriptions, follows a value-based pricing strategy. This service delivers highly personalised and impactful content, enhancing perceived value for users aiming for better job matches (BDC, 2025). Pricing is determined by the benefits users receive, such as improved success in job applications. The expected gross margin for this offering is estimated at 70%, reflecting strong profitability owing to the scalable nature of AI-generated content.

1. Gross Margin Formula

$$\text{Total Revenue (TR)} = \text{Quantity (Q)} \times \text{Price (P)}$$

$$\text{COGS} = \text{Direct Costs per Unit} \times \text{Number of Units Sold}$$

$$\text{Gross Margin (\%)} = \frac{\text{TR} - \text{COGS}}{\text{TR}} \times 100$$



2. Profile Builder

Item	Value
Price per profile	RM9.90
Cost per profile	RM1.90
Estimated users	800
Total Revenue (TR)	$\text{RM9.90} \times 800 = \text{RM7,920}$
COGS	$\text{RM1.90} \times 800 = \text{RM1,520}$
Gross Margin	$(\text{RM6,400} / \text{RM7,920}) \times 100 = 80.81\%$

3. myResume Studio

Item	Value
Price per profile	RM4.90
Cost per profile	RM2.90
Estimated users	1,000
Total Revenue (TR)	$\text{RM4.90} \times 1,000 = \text{RM4,900}$
COGS	$\text{RM2.90} \times 1,000 = \text{RM2,900}$
Gross Margin	$(\text{RM2,000} / \text{RM4,900}) \times 100 = 40.82\%$



B. Discount Structure

Feature	Standard Tier (General Users)	Student Tier (.edu Email Required)
First Registration + 5 Resumes Generations	RM 9.90	RM 4.90
Each Additional Resume Generation	RM 4.90	RM 2.90
Monthly Subscription (Unlimited Access)	RM 29.90	RM 19.90
Bulk Package (20 Resumes)	RM 39.90	RM 29.90

Table 5.6: Discount Structure

Adoption & Promotional Strategies

- Free Trial Access**

First-time users can access core features at no cost, allowing them to experience the platform before committing.

- Peer Referral Rewards**

Users are incentivised to refer friends through reward-based referrals to drive organic growth.

- Event-Based Promo Codes**

Exclusive promo codes will be distributed during job fairs, university events, and outreach campaigns to boost engagement.

C. Customer Payment Methods

Remy Intelligence Sdn. Bhd. operates entirely online and therefore supports only digital payments, as shown in the following:

Payment Type	Acceptance	Rationale
Credit / Debit Card	Yes	Secure and Convenient Processing.
FPX Payment Gateway		
Cash	No	Not suitable for an automated and contactless nature.
Personal Cheques		
Credit Terms		

Table 5.7: Customer Payment Options

5.3 Promotion

A. Promotional Strategy

Method	When?	Message, Media, Channel	Rationale
Banner ads	Platform launch and awareness phase	Targeted ads on career-related websites and ad networks	Boost awareness through clickable and tailored content.
Brochures and Flyers	Career fairs, university outreach	Printed brochures explaining platform features and benefits	Serves as an offline touchpoint for potential customers.
Networking	Career community platforms	Relationship building, recruit ambassadors	Build connections and raise credibility
Newsletters	Regular periods, monthly or bi-weekly	Periodic newsletters containing platform updates, job tips, feature highlights, and exclusive offers	Keep users engaged and informed from time to time.
Public speaking	Partnered events	Product showcases, career tips, and platform walkthroughs	Build credibility, demonstrate product value live.
Free Trials	During the first interaction	Free access to resume grading or AI feedback tools	Allows users to experience platform value early and builds trust.
Special events	Career programs, partner events	Booths, demo sessions, live interaction, giveaways	Foster hands-on engagement and real-time feedback.
Sponsorships	NGOs, community outreach	Funding and co-hosting career-focused initiatives	Boost public image while reaching diverse user segments
Hotline	Within the website	Phone hotline for technical help or onboarding	Offers reassurance and direct support for onboarding or technical issues.

✓

Website	Always active	Central platform for onboarding, content, and communication	Core service delivery and digital communication channel.
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Table 5.8: Promotional Plans

B. Marketing Materials

1. Social Media Post – Instagram Story

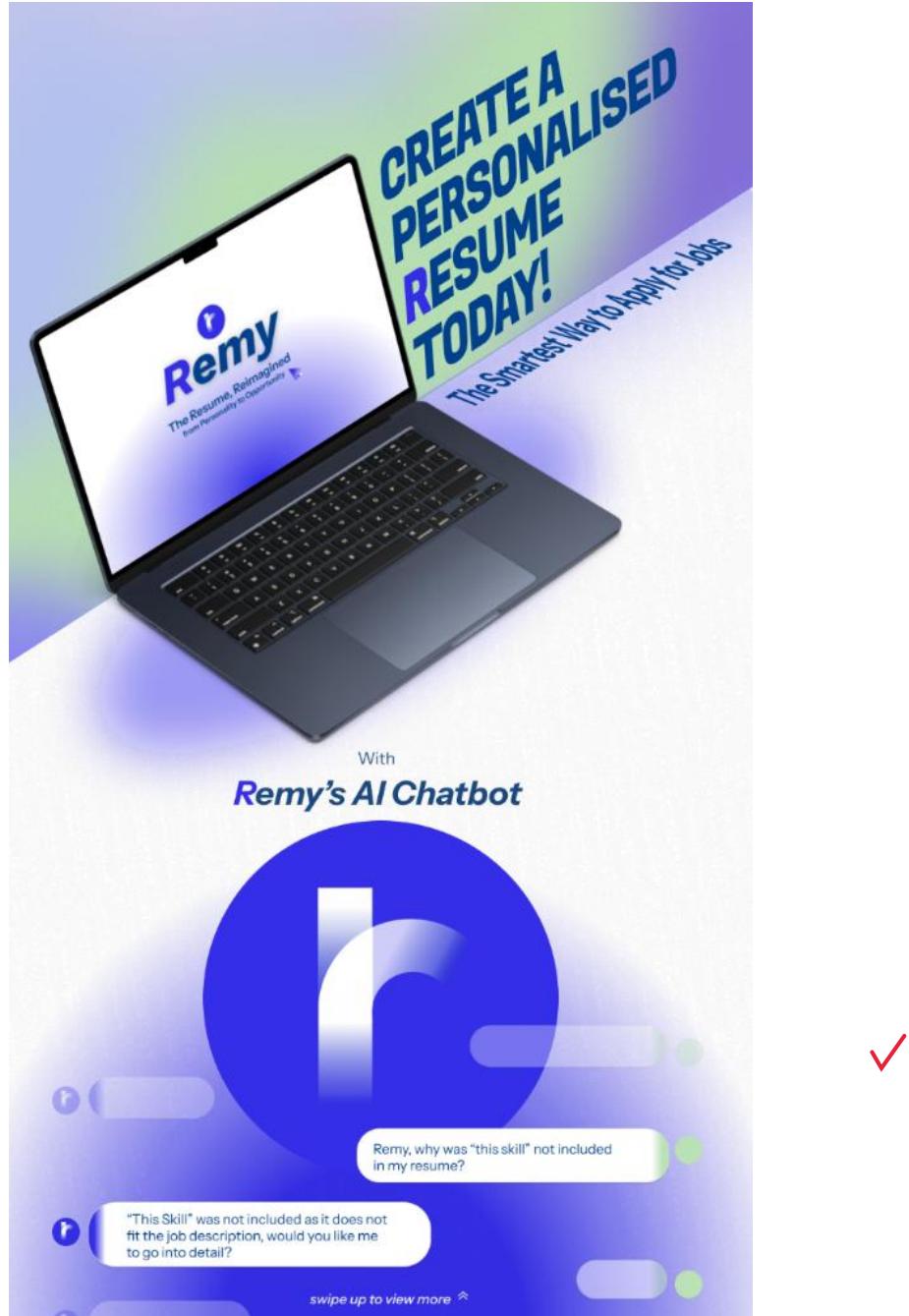


Figure 5.1: Instagram Story

2. Website

I. Landing Screen

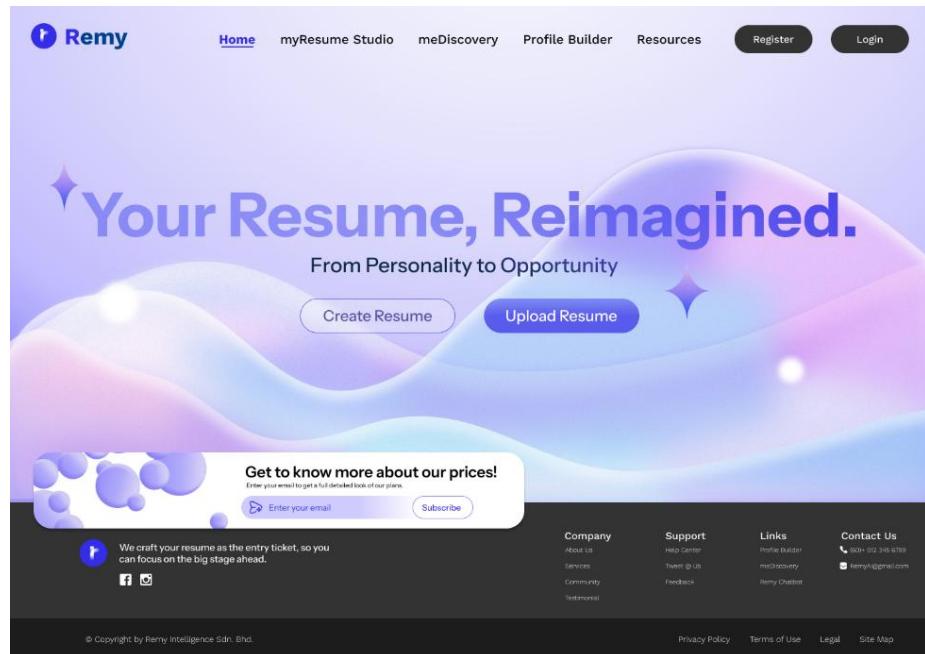


Figure 5.2: Landing Screen

II. Profile Builder Screen

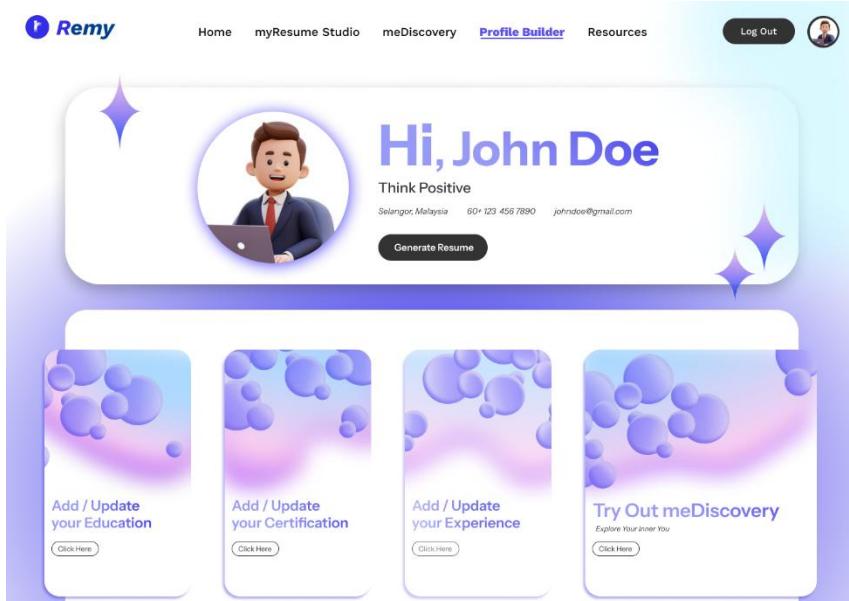


Figure 5.3: Profile Builder Screen 1

The screenshot shows a mobile application interface for 'Profile Builder Screen 2'. At the top, there's a header with the name 'Remy' and a 'Log Out' button. Below the header, on the left, is a 'Chat History' section with a list of messages from 'Remy' and a user. On the right, there's a survey question titled 'When you think about your education, what stands out the most?' followed by a list of options A through G. A red checkmark is visible in the bottom right corner of the screen.

Chat History

Remy: Awesomel Let's start with some scenarios to find out how you usually work around with people. When you think about your education, what stands out the most?

User: "I got a scholarship for academic performance"
"I completed a final-year project I'm proud of"
"I taught myself design tools that weren't part of the course and built a prototype for a startup idea during class"

Remy: Based on your selection of in the scenario of what stands out the most academically, you're someone who takes initiative in your learning and finds creative ways to go beyond the classroom. You demonstrate motivation, independent thinking, and a strong ability to apply your knowledge in real-world settings – all of which make your education section more impactful on a resume.

Does this describe you well?

Yes Not quite

Remy: Great! Answer saved in memory. Let's dive into another scenario.

When you think about your education, what stands out the most?

Select all that apply.

A I got a scholarship for academic performance
B I was on the Dean's List multiple semesters
C I completed a final-year project I'm proud of
D I led a group project that won an internal competition
E I volunteered as a mentor for new students
F I received positive feedback from lecturers on presentations
G I taught myself design tools that weren't part of the course and built a prototype for a startup idea during class.

Submit

Figure 5.4: Profile Builder Screen 2

III. meDiscovery Screen



Figure 5.5: meDiscovery Screen 1

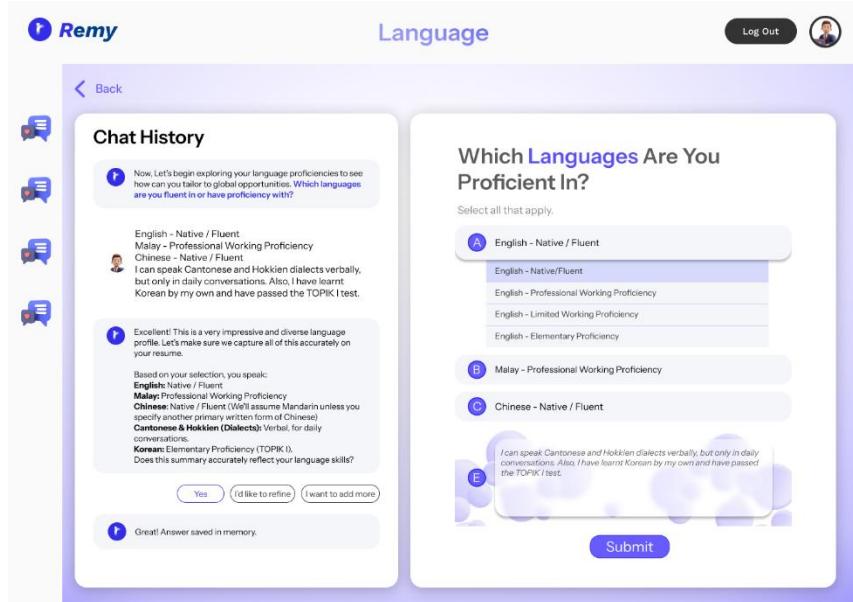


Figure 5.6: meDiscovery Screen 2

IV. myResume Studio Screen

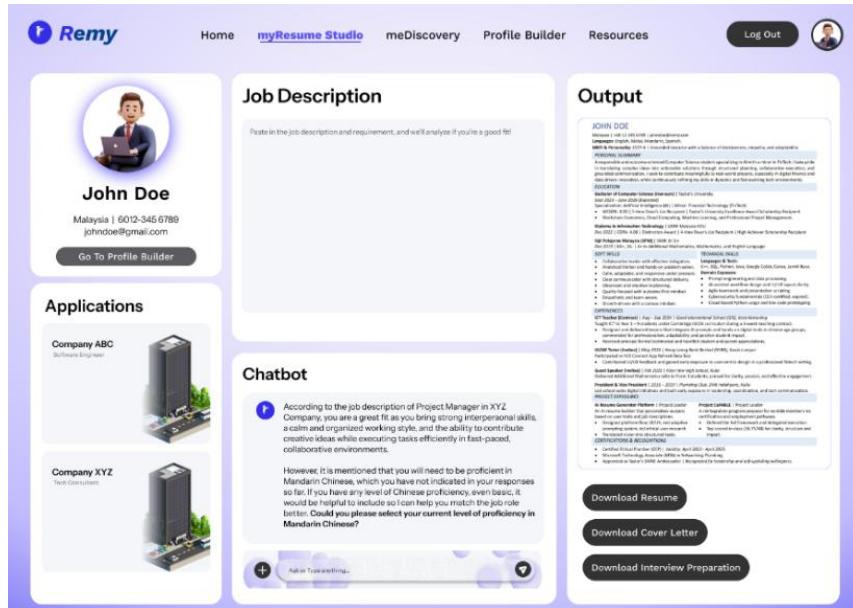


Figure 5.7: myResume Studio

V. Pricing Plan Screen

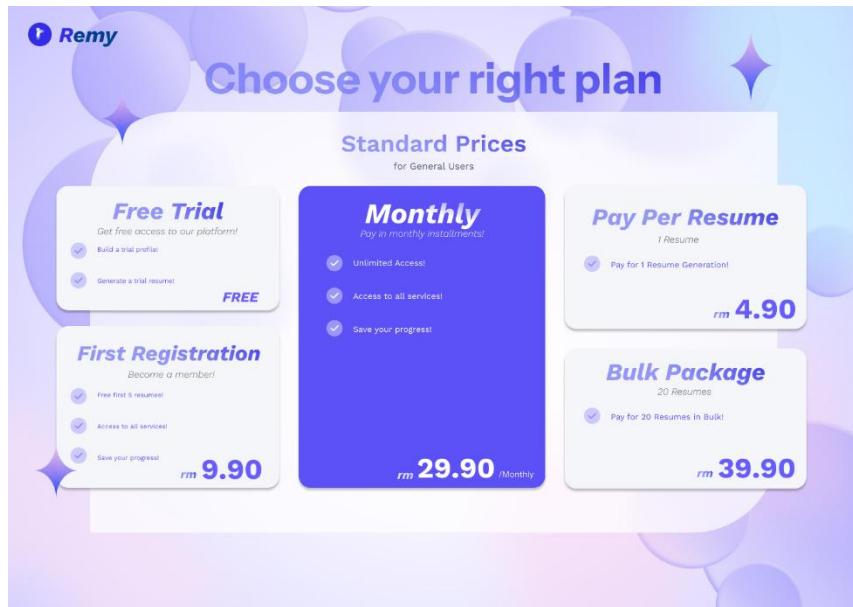


Figure 5.8: Pricing Plan Screen

These visuals reflect a high level of dedication and creativity.

C. Business Slogan

Redefining Resumes, Empowering You.

D. Business Logo and Protection Strategy



Figure 5.9: Remy's Primary Logo



Figure 5.10 Remy's Secondary Logo

Protection Strategy

To protect Remy's brand identities, including the business logo, platform name, and slogan, several protection strategies are implemented in alignment with Malaysia's legal and regulatory framework for intellectual property.

1. Trademark Registration

Trademark protection will be filed under the Malaysian Intellectual Property Corporation (MyIPO) for the business logo, brand name, and key service features. This ensures the intellectual property is legally protected and prevents unauthorised use or imitation from third parties.

2. Brand Style Guide

A comprehensive brand style guide will be developed to define the correct usage of the logo, colour palette, typography, and slogan. This guide ensures consistency throughout all branding materials, marketing strategies and partnerships, both locally and globally.

3. Continuous Monitoring

Brand activity will be monitored across physical and digital platforms, including social media, printed marketing materials, watermark usage, and websites. Any unauthorised or brand misuse will be identified and appropriate legal action or takedown requests whether necessary.

4. Domain Name Protection

Domain names and similar variations related to Remy will be secured to protect the brand reputation and identity online. This prevents impersonation, phishing, or any reputation damage that could occur from third parties.

E. Advertising Plan

- **Instagram Ads to Engage Urban Gen Z Users**

We will run 15–30 second video ads and single-page visual posts on Instagram Stories and Reels, three times a week for three months. These ads are designed to capture the attention of Gen Z students in urban Malaysia.

Budget: RM500/month

- **LinkedIn Sponsored Posts for Career-Oriented Users**

We will publish 2–3 paragraph sponsored posts with images or short videos twice a month. These posts will target final-year students and recent graduates exploring job opportunities.

Budget: RM300/month



- **Brochure Inserts at University Career Fairs**

Each month, we will distribute printed 1-page flyers at university career fairs through partnered institutions. These brochures will introduce the platform and direct students to free trials or sign-ups.

Estimated Reach: 500–1,000 students per event

Budget: RM150/event

- **Google Display Ads for Resume Searchers**

Using Google AdSense, we will run responsive image and text banner ads aimed at students searching for resume help or career guidance. Ads will run continuously with an RM5/day budget cap.

Budget: RM150/month

F. Publicity Strategy

We plan to gain publicity through a combination of digital presence, community engagement, and strategic partnerships:

1. Social Media Campaigns

We will utilise popular platforms including Instagram, TikTok, and LinkedIn to create engaging and relatable content that highlights user success stories, feature highlights, and our social mission. Key Opinion Leaders (KOLs) will be engaged to amplify reach and credibility. Hashtags like *#TheNextBigThingIsYou* and *#ShowTheFit* will be used to increase visibility and encourage user-generated content.



2. University Collaborations

By partnering with university career centres and participating in campus events, we will reach students directly through talks, resume clinics, and career fairs. Free trials and giveaways will be used to attract early adopters.

3. Ambassador & Referral Programs

A student ambassador program will be launched to encourage peer-to-peer promotion. Referral incentives will reward users for sharing the platform with friends.

4. NGO and Community Partnerships

Collaborating with youth-focused NGOs and community groups (e.g., Yayasan Chow Kit, WAO) will help us reach underserved communities while generating positive publicity around our social responsibility.



G. Customer Service Approach

To provide superior customer service, we will prioritise accessibility, empathy, and responsiveness, especially for users with diverse digital backgrounds:

1. In-Platform Live Chat & FAQ Bot

A responsive AI assistant will guide users 24/7 with step-by-step help, resume tips, and platform navigation support.

2. Email, Calls & Human Support Ticketing

For complex issues or feedback, users can contact us via email, direct calls, or submit support requests through a ticketing system. A dedicated customer support executive will respond within 48 hours to ensure timely and personal assistance.

3. Onboarding Walkthroughs & Video Guides

New users will be guided with beginner-friendly tutorials and video walkthroughs to reduce friction and confusion, especially for non-tech-savvy users.

4. Empathy-Driven Support Team

Our team will be trained to handle all interactions with patience and respect. This reflects our core values of fairness and inclusivity.

5. Feedback-Driven Improvements



Feedback mechanisms will be placed throughout the platform to continuously collect user suggestions. These insights will directly inform our product updates.

H. Sales Prospect Targeting

Name	Description
Taylor's University Career Services	Provides employability support to students and alumni which likely interested in AI resume tools for workshops and job matching initiatives.
JobStreet Malaysia	A leading job portal that may be interested in integrating or promoting Remy to improve applicant-job match quality.
Yayasan Chow Kit	Supports underserved youth. It could be a potential partner for offering free access or discounted resume services to help improve job readiness.
WAO (Women's Aid Organisation)	Assists women re-entering the workforce. This organization could be interested in affordable AI-powered career tools for empowerment and independence.
Digital Career Fair Organisers	Event organisers for university job fairs (e.g., GradMalaysia, MDEC). They are potential collaborators for event sponsorships and resume booth demos.

Table 5.9: Specific Prospects



I. Customer Database Management and Protection

Our customer database will be managed using a secure MongoDB cloud infrastructure. All user data, including profile details, resumes, personality reports, and contact information, will be encrypted, systematically categorised, and regularly backed up to ensure data integrity and fast retrieval for personalised services.

To ensure compliance with the Personal Data Protection Act (PDPA), we will implement:

- **Granular User Controls** - Allow users to access, update, or permanently delete their stored data.
- **Role-Based Access Controls** - Ensure only authorised personnel can access sensitive information.
- **Routine Security Audits** - Conducted quarterly to assess risks, enforce policy updates, and maintain system trustworthiness.
- **End-to-End Encryption Protocols** - Applied both in transit and at rest to safeguard against data breaches and unauthorised interception.



J. Customer Data Collection Strategy

Only essential user information will be collected during account registration to enable effective communication, onboarding, and long-term relationship management.

Question	Variable	Purpose
What is your full name?	Full Name	For account identification and personalisation.
What is your email address?	Email Address	For login credentials, communication, and support follow-up.
What is your mobile phone number?	Phone Number	For account verification, reminders, and urgent support.
What is your country of residence?	Country	To localise communication and service availability where applicable.
What is your occupation status?	Occupation	To tailor platform messaging and support based on user background (e.g., student, working professional).

Table 5.10: Customer Data



5.4 Place

A. Business Location Strategy

Not Applicable. Our business strategically focuses on digital platforms for nationwide and international access. This eliminates the need for an exact physical store or fixed location.

B. Surrounding Business Environment and Accessibility

Not Applicable. The surrounding environment remains a non-determinant factor and is not being considered since there is no physical location. The accessibility to these surrounding locations is also neglected in this case.

C. Traffic Flow Relevance

Not Applicable. The physical traffic flow does not apply to a fully online platform, as it does not rely on pedestrian or vehicle traffic.

D. Workforce Availability in the Target Area

Not Applicable. Our business operates remotely, hence there is no targeted area of workforce availability. The skilled professionals required in our business could be recruited globally without any restrictions on regional locations, providing us flexibility and reducing dependency on the local workforce only.



6.0 Management & Operations

6.1 Management Team

A. Organisational Chart

Our organisation embraces a collaborative and flexible culture where leadership is shared, and every member is empowered to contribute meaningfully. A formal structure helps to provide clarity, alignment, and scalability as we grow while we operate with a flat and dynamic mindset.

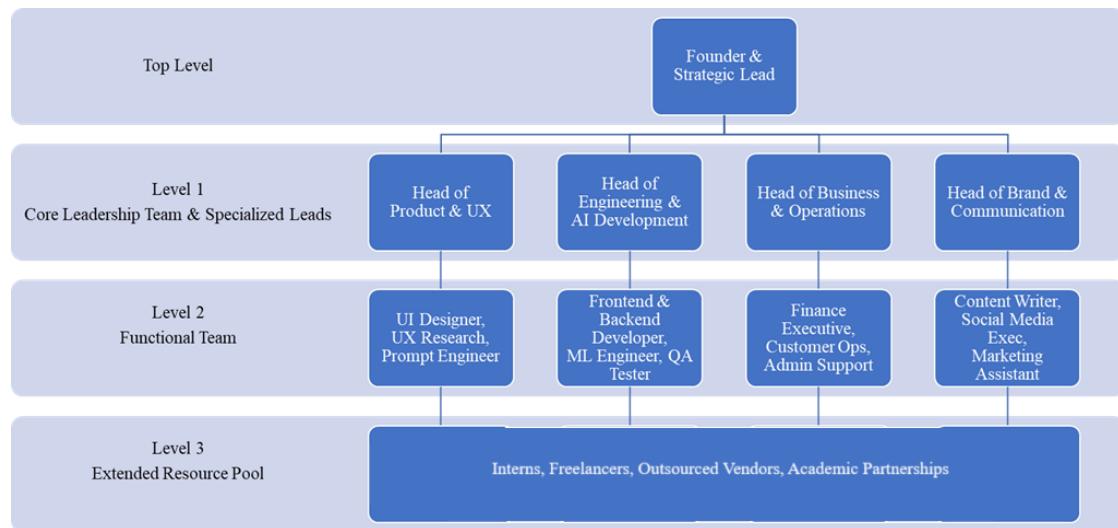


Figure 6.1: Organisational Chart

It would be helpful to include member names in this chart for clarity.

B. Staffing Plan Overview

Our organisation adopts a lean hiring approach that focuses on individuals with strong learning agility, empathy, and technical fluency. We still define clear roles to ensure smooth execution while our structure promotes collaboration across domains. Our initial staffing plan is outlined as follows:

Roles	Requirements and Qualifications	Hiring Timeline	Estimated Compensation	Key Responsibilities
UI / UX Designer	Demonstrate strong visual sense, flow design, and user empathy using any suitable design tools.	Month 1	RM2,000 to RM3,500	Design intuitive user journeys, resume editor layout, and onboarding UI.
Frontend Developer	Build responsive and user-friendly interfaces using any modern frontend framework or tools.	Month 2 to 3	RM3,500 to RM5,000	Write resume templates, samples, and train AI tone variation.
Machine Learning Engineer (Natural Language Processing)	Work with language models and tuning outputs for accuracy, tone, and relevance.	Month 2 to 3	RM3,800 to RM5,000	Handle AI resume generation logic, prompt tuning, and model optimisation.
Intern (Flexible Roles)	Enthusiastic learner with practical skills in design, content, or tech; Able to contribute usable output.	Month 3 onwards	RM1,000 to RM1,500	Assist with product testing, content preparation, or visual improvements.
Customer Support Executive	Clear communicator with a user-first attitude; adaptable to learn platform features and handle queries.	Month 4 onwards	RM2,000 to RM3,000	Support user onboarding, troubleshooting, and the feedback loop.

Table 6.1: Staffing Plan



C. Founder Compensation Strategy

Our founding team does not intend to draw any form of salary, wage, dividend, or commission at an early stage. Our collective priority is to ensure that available resources are directed toward product development, user validation, and essential operational costs.

Compensation for founders will only be considered when the company achieves financial sustainability and after fulfilling all obligations to employees, partners, and reinvestment needs. This approach reflects our long-term commitment to the venture and our belief in building value before extracting it.



D. Employee Policy Framework

Our employee policies are designed to reflect a values-driven, growth-oriented, and flexible work culture. The following policies aim to foster a productive, respectful, and empowering environment for every team member:

Policy	Purpose
Inclusive and Transparent Communication	All employees are encouraged to communicate openly across all levels without requiring formal escalation for every voice to be heard and valued equally.
Flat Structure with Capability-Based Leadership	Leadership is assigned based on competence and task relevance so that founders and leads are open to direct input from any employees.
Flexible and Accountable Work Practices	Work arrangements can be remote or asynchronous, as long as accountability and timely delivery of responsibilities are upheld.
Output-Oriented Work Standards	Evaluation is based on work quality and real impact, but not on tools used or rigid workflows to promote autonomy and innovation.
Continuous Learning and Development	All employees are encouraged to grow through experimentation, mentorship, and upskilling integrated into the daily workflow.
Performance-Based Recognition	Rewards and advancement are determined by measurable contributions and initiative, regardless of tenure or position.
Company Ownership of Work Products	All intellectual property created during employment (including code, content, and models) remains the property of the company.

Table 6.2: Ethics Policies

E. Creating a Positive and Rewarding Workplace

Our organisation aims to create a workplace that is both structured and empowering, where all employees clearly understand their roles, feel safe to express ideas, and are recognised meaningfully for their efforts. Every new hire will go through a well-planned onboarding process of at least two weeks to ensure they are not left confused or unsupported in their early days. We believe that a strong start is essential for long-term confidence and contribution.

Structured feedback cycles will be implemented to promote alignment, encourage open communication, and support continuous improvement. Small achievements will be celebrated alongside major milestones to build morale and foster a sense of shared progress.

Within clearly defined boundaries, employees are given the autonomy to manage their work. We believe that freedom within structure encourages innovation, accountability, and ownership. Additionally, employees will be supported in their personal and professional growth through role exploration, idea leadership, and opportunities to step into responsibilities beyond their current scope. ✓

Team building and wellbeing initiatives such as casual team bonding activities or company trips may be held during working days to prevent burnout and foster interpersonal trust.

Through these efforts, we strive to build a culture rooted in clarity, appreciation, and trust to make our organisation a rewarding place to work and grow together.

F. Corporate Governance and Ethics Policies

The organisation's corporate governance framework is built on integrity, transparency, and shared responsibility. As a start-up aiming to build trust with both users and employees, we adopt a values-driven approach to decision-making and conduct. All employees, including founders, are expected to uphold high ethical standards in communication, ownership, and professional behaviour. The following ethics policies form the backbone of our organisational culture and will guide how we operate, collaborate, and grow together:

- Integrity in Communication**

All internal and external communication must be honest, respectful, and free from manipulation or exaggeration. ✓

- Collective Responsibility for Decisions**

Decisions and outcomes are shared by the organisation. Mistakes are addressed collaboratively without assigning individual blame. ✓

- **Merit-Based Contribution and Recognition**

Roles and credit are based on capability, effort, and output, but not favouritism or hierarchy.

- **Respect for Work and Differences**

Our organisation recognises diverse working styles and ideas. Credit is always attributed fairly, and collaboration is built on mutual respect.

- **Zero Tolerance for Discrimination or Exploitation.**

Our organisation strictly prohibits any form of harassment, bias, or abuse of power within the organisation.



G. Mentors and Advisors

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6.2 Research & Development

A. Research Activities and Objectives

Our team is conducting both foundational and applied research to build a reliable, intelligent, and user-focused platform. We collect structured data based on users' education, work experience, and personality traits, through guided inputs and processes using machine learning to generate personalised resumes and soft skill profiles.

Looking ahead, our research will expand to include user behaviour analysis and feedback evaluation, enhancing the accuracy and relevance of our AI outputs. We aim to improve the platform's ability to align personality traits with job roles and map soft skills to career paths. Future development will prioritise multilingual and culturally adaptive features, along with API integration through partnerships with universities and job platforms.

B. Industry Research Landscape

Many platforms in the job-tech space leverage AI for resume building, job matching, or personality assessments. However, the majority of these solutions operate in isolation, addressing only one part of the user's career journey rather than offering a fully integrated experience.

For example, popular resume builders such as **Rezi**, **Zety**, and **Kickresume** primarily provide pre-designed templates and keyword optimisation features. While effective for improving formatting and ensuring Applicant Tracking System (ATS) compatibility, these tools typically lack a deeper understanding of the user's unique personality, strengths, and career context.

C. Intellectual Property Protection Strategy

To safeguard our innovations and brand identity, Remy Intelligence Sdn. Bhd. will implement a combination of intellectual property protections. This includes securing proprietary AI training methods, protecting original content, and establishing our visual brand assets through appropriate legal means in the following:

- Patents**

To protect the unique AI-driven processes of resume personalisation algorithms and personality-job matching logic.

- Trademarks**

To build brand recognition and prevent misuse of Remy's name, slogan, and logo.

- Service Marks**

To legally protect the name of Profile Builder, meDiscovery, and myResume Studio for exclusive rights to be used for Remy.

- Copyrights**

To protect created original content, UI designs, question sets, resume templates, and AI-generated material layouts.

6.3 Physical Location

A. Physical Premises Description

Not Applicable. The business operates online and does not require a physical location.

B. Zoning Compliance

Not Applicable. There is no physical premises involved, so zoning laws.



6.4 Facilities

A. Building and Equipment Overview

- **Remote and Co-Working Space Model**

Operations are primarily adopting a remote and co-working space model to minimise the need for extensive physical infrastructure and support essential administrative tasks. A shared co-working space provides high-speed internet, meeting rooms, and basic administrative support at an acceptable cost.

- **High-Performance Technical Infrastructure**

Our technical setup consists of high-performance laptops and desktop systems for development and testing, along with secure cloud-based servers to handle data storage and the execution of AI models. To ensure continuous productivity, internet connectivity, power backup systems, and shared office facilities will be equipped.



B. Technological Infrastructure

Technology Tool	Source	Value to Organisation
Cloud Hosting (e.g., AWS, Google Cloud)	Cloud Service Providers	Provides scalable infrastructure for storing data, running AI models, and hosting the platform securely.
Large Language Models (e.g., GPT, Gemini)	Licensed via API	Enables intelligent resume generation, personality discovery, and interactive AI assistance.
Front-End Framework (e.g., ReactJS)	Open-source	Supports responsive and user-friendly interface development across devices.
Database Systems (e.g., Firebase, MongoDB)	Open-source / Subscription	Manages structured and unstructured user data securely and efficiently.
Version Control (e.g., GitHub)	Open-source / Cloud-hosted	Facilitates team collaboration, version tracking, and code management.



UX Design Tools (e.g., Figma)	SaaS Tool	Allows rapid prototyping, wireframing, and design validation for an intuitive user experience.
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Table 6.3: Technological Infrastructure



C. Technology Access Plan

1. Cloud Infrastructure & APIs:

Use free-tier offerings from AWS, Firebase, and OpenAI, with scalability supported through startup credits or academic partnerships.

2. Design & Development Tools:

Use GitHub, Figma, and ReactJS, which are open-sourced and free, to streamline development and collaboration.

3. Partnerships & Support:

Collaborate with university innovation labs or startup incubators to access subsidised premium tools, co-working space, and expert mentorship.



6.5 Inventory, Production, & Quality Assurance

A. Supplier and Supply Chain Overview

Not Applicable. Remy Intelligence Sdn. Bhd. does not manufacture or distribute physical products. Our core product is a digitally generated resume, created through a combination of user input, AI-driven content generation, and cloud-based processing and storage.

B. Manufacturing Plan & Process Description

Not Applicable. Our product is not manufactured physically.

C. Economies of Scale Consideration

Our digital and AI-driven platform is built to scale efficiently. Once development is complete, serving additional users incurs minimal cost, as core infrastructure and automation manage most operations.

Remy Intelligence Sdn. Bhd. will achieve scale by stabilising our user base, optimising backend systems, and automating resume delivery and customer support. As the platform grows, the cost per user will decrease, boosting profitability and enabling reinvestment in platform improvements, new features, and expanded support services.

D. Innovation in Production and Distribution

1. AI-Powered Resume Creation

Our platform uses machine learning algorithms to generate resumes tailored to each user's personality traits and input data. This level of personalisation sets us apart from conventional resume-building tools.

2. Inventory-Free Model

Operating entirely online eliminates the need for physical inventory or product management. This significantly reduces overhead costs and supports seamless scalability.

3. Cloud-Based Distribution

Resumes are delivered instantly via the platform, allowing users to download or share their documents in real-time. This ensures global accessibility without delays associated with physical delivery.



E. Mark-Up Structure & Distribution Channel

As a digital platform offering AI-driven resume generation, there are no physical goods, inventory, or intermediaries involved.

Stage of Channel	Mark-Up	Notes
AI Resume Creation (Production)	Base Cost	The platform generates a resume using user data and AI, with minimal cost per unit.
Platform Hosting & Maintenance	+ 10%	Covers server, API, and tool costs
Final Pricing to User (Direct)	+ 30%	Includes value-added features like download formats, design templates

Table 6.4: Mark-Up Structure

F. Estimated Delivery Lead Time

Not Applicable. As a digital platform, our service does not involve any physical inventory or reliance on traditional suppliers.

G. Quality Assurance Methods

Method	Adoption Plan	Rationale
Benchmarking	Yes	To compare platform performance and user experience with industry leaders.
Lean Manufacturing	No	Not applicable to digital product development.
ISO 9000	No	Unnecessary for early-stage digital service with no physical production.
Six Sigma	No	Not suited for the non-repetitive, creative nature of AI-generated content.
Total Quality Management	Yes	Focuses on continuous improvement and customer satisfaction.
Malcolm Baldrige National Quality Award	No	Not relevant at the current stage or scale of business.
Other (e.g., User Testing & Feedback Loops)	Yes	To ensure quality by refining the product based on real user input and behaviour.

Table 6.5: Quality Assurance

H. Business Insurance Requirements

Type of Insurance	Coverage	Rationale
Workers' Compensation Insurance	Yes	Required if we hire employees to cover injuries during work.
Disability Insurance	No	Not critical for small digital teams or freelance-based operations.
Commercial Fleet Insurance	No	We don't use vehicles for business operations.
Property Insurance	No	No physical office or equipment beyond personal workspaces.
Liability Insurance	Yes	Protects against general business risks and third-party claims.
Product Liability Insurance	No	Our product is digital and not physically distributed.
Business Income Insurance	No	Not essential due to minimal fixed overhead and flexible operations.
Errors and Omissions Insurance	Yes	Covers professional liability, especially for inaccurate AI output.
Life Insurance (Key Person Insurance)	No	Not necessary at this early stage unless heavily dependent on one founder.

Table 6.6: Insurance

I. Compliance with Tax Regulations

1. Engage a Professional Accountant

A certified accountant with expertise in digital services and SaaS taxation will be hired. This ensures accurate classification of income, deductions, and proper handling of digital product taxes across multiple jurisdictions.

2. Utilise Cloud-Based Accounting Software

QuickBooks or Wave will be used to automate the tracking of revenue streams and expenses. These platforms also generate tax-compliant reports to support accurate and timely filings.

3. Maintain Detailed Digital Sales and Tax Records

Our system will log all transactions, customer locations, and applicable taxes to support compliance with local and international digital tax laws.

J. Legal and Regulatory Considerations

Law	Effect on Business
Employment Act 1955 (Amended 2022)	Regulates minimum wage, working hours, benefits, and employee rights.
Personal Data Protection Act (PDPA) 2010	Requires proper handling, storage, and consent for any user data collected by the platform.
Minimum Wages Order 2024	Ensures all hired employees or interns are compensated at the national minimum wage requirements.
Anti-Discrimination Policies (by DOSH & MoHR)	Affects hiring practices and must ensure fair treatment without discrimination based on race, gender, etc.
Occupational Safety and Health Act (OSHA) 1994	Applies if operating in a co-working or physical office space to ensure a safe working environment.

Table 6.7: Laws Affecting Remy Intelligence



7.0 Financial Analysis & Projections

A. Financial Record-Keeping System

Our financial system will be cloud-based, using platforms like QuickBooks Online, Xero, or Wave to manage transactions, automate invoicing, and generate financial reports for tax compliance. All financial documents (e.g., receipts, contracts) will be digitally stored in a secure cloud system for easy access and backup. We will conduct monthly financial reviews to monitor performance and ensure data is protected through encryption and regular backups.

B. Planned Financial Accounts

To manage our financial operations efficiently, we will open various types of accounts, strategically chosen for their purpose and the benefits they offer.

Type of Account	Purpose	Which Institution?
Checking	For daily operations, receiving revenue, payroll, and paying bills.	Held with a reputable commercial or online business bank.
Sweep	Automatically transfers excess funds from checking to an interest-bearing account overnight.	Managed by the same bank for seamless integration.
Investment	To grow unused capital in low-risk, liquid short-term investments.	Opened with a trusted financial institution or brokerage.
Other	Acts as an emergency fund or for planned large expenses.	It may be held at a different bank for better interest rates.

Table 7.1: Financial Accounts



7.1 Sources & Uses of Capital

A. Capital Requirements & Funding Terms

Type of Capital	Amount (RM)	When Needed	Terms
Founder's Personal Capital / Bootstrapping	10,000	Initial 0-3 months	No equity dilution; high personal risk.
Friends, Family & Angel Investors	50,000	Initial 0-6 months	Equity stake (5–15%) or convertible note (3–5% interest).
Debt Financing	15,000	Initial 0-6 months	Term loan at 7–9% interest, 3–5 year term.
Startup Grants / Competitions	15,000	Ongoing (as opportunities arise)	Non-dilutive funding tied to innovation or impact goals (e.g., SDG 1: No Poverty).
Total Capital Required	90,000		

Table 7.2: Capital Requirements

B. Planned Allocation of Raised Capital

Use of Capital	Amount (RM)	When Needed	Notes
Lean Product Development (MVP)	35,000	Initial 0-9 months	Focus on Minimum Viable Product (MVP) with basic AI integration, core platform, and UI using open-source tools and the founder's technical skills.
Basic Cloud & Hosting	5,000	Initial 0-12 months	Use free or low-cost cloud options; limited initial scalability.
Essential Legal & Compliance	5,000	Initial 0-3 months	Covers registration, basic legal docs (ToS, Privacy Policy), and IP considerations.
Initial User Acquisition (Organic)	10,000	Initial 0-6 months	Targeted digital and content marketing through social media, KOL collaborations, and networking with minimal paid ads.
Operational & Administrative Essentials	5,000	Ongoing (monthly)	Basic software (e.g., accounting), communication tools, and essential admin costs.
Contingency Fund	26,350	Upfront	Reserve for unexpected delays or costs to avoid early funding pressure.
Total Estimated Uses of Capital	86,350		

Table 7.3: Uses of Capital

C. Start-Up Capital Requirements & Cash Reserve Plan

Remy Intelligence Sdn. Bhd.		
Item	Cost (RM)	Estimate or Actual
<i>Start-Up Expenses</i>		
Certificates	100	Estimate
Certifications	0	Estimate
Expensed Equipment	2,000	Estimate
Financial Institution Fees	100	Estimate
Identity Set/Stationery	500	Estimate
Insurance	500	Estimate
Licenses	500	Estimate
Marketing Materials	2,000	Estimate
Payroll for part-time/freelance support (pre-launch phase)	5,000	Estimate
Permits	100	Estimate
Professional Fees - Accounting	500	Estimate
Professional Fees – Legal	3,000	Estimate
Professional Fees – Other	2,000	Estimate
Co-working Space Rental (for admin operations)	1,500	Estimate
Research and Development	10,000	Estimate
Supplies - Office	200	Estimate
Travel	0	Estimate
Utilities (for co-working space)	200	Estimate
Web Fees	1,000	Estimate
Other	0	Estimate
<i>Total Start-Up Expenses</i>	29,200	Estimate
<i>Start-Up Assets</i>		
Cash on Hand	5,000	Estimate



Building (if purchased)	0	Estimate
Equipment (including installation)	15,000	Estimate
Furniture and Fixtures	0	Estimate
Inventory - Raw Materials	0	Estimate
Inventory - Semi-Finished Goods	0	Estimate
Inventory - Finished Goods	0	Estimate
Land (if purchased)	0	Estimate
Leasehold Improvements	0	Estimate
Machinery	0	Estimate
Rental Deposit (Security deposit for long-term co-working space use)	3,000	Estimate
Signage	0	Estimate
Utility Deposit (Required for long-term co-working agreement)	500	Estimate
Vehicle(s)	0	Estimate
Other 1	0	Estimate
Other 2	0	Estimate
Total Start-Up Assets	23,500	Estimate
Total Start-Up Requirements	52,700	Estimate
Contingency Funds (50%)	26,350	Estimate
Start-Up with Contingency	79,050	Estimate

Table 7.4: Start-Up Investment



D. Funding Sources & Capital Structure for Initial Investment

Funding Source	Equity (RM)	Debt (RM)	Gift (RM)
Founder's Personal Capital / Bootstrapping	10,000		
Friends, Family & Angel Investors	50,000		
Debt Financing (Business Loan – 7% interest rate, 4-year term)		15,000	
Startup Grants / Competitions			15,000
TOTAL START-UP INVESTMENT (RM)			90,000

Table 7.5: Start-Up Funding Sources



E. Payback Period Analysis

I. Start-up Investment

The total start-up cost, inclusive of contingency, is estimated at **RM 79,050**.

II. Estimated Profit per Month

- **Profile Builder:** RM 7,920
- **myResume Studio:** RM 4,900

Total Estimated Monthly Profit: RM 12,820

III. Estimated Monthly Operating Expenses (OpEx)

Assuming operating expenses account for 60% of total revenue:
60% of RM 12,820 = **RM 7,692**

IV. Estimated Monthly Net Profit:

RM 12,820 - RM 7,692 = **RM 5,128**

V. Payback Period Calculation

$$\text{Payback Period} = \frac{\text{StartUp Investment}}{\text{Monthly Net Profit}} = \frac{\text{RM } 79,050}{\text{RM } 5,128} \approx 15.42 \text{ months}$$



Conclusion

Based on current profit and expense estimates, it would take approximately 15 months to recover the initial investment.

F. Equity Financing Strategy

Our funding approach combines personal contributions, private investors, and government support to build a solid financial foundation for the business:

1. Founders' Capital

We are contributing RM 10,000 via bootstrapping to fund the development of the minimum viable product (MVP) and handle initial legal and registration requirements. This is non-dilutive and ensures full control during the early stages.

2. Friends, Family & Angel Investors

We expect to raise RM 50,000 from personal networks and angel investors, in exchange for either a 5–15% equity stake or Convertible Notes with a 3–5% interest rate and a valuation cap of RM 1M–RM 2M.

3. Government Grants

We aim to secure RM 15,000 in non-dilutive funding, leveraging innovation grants and digital startup support from government programs such as Bajet allocations.



G. Debt Financing & Capital Reserve Planning

We plan to pursue **RM 15,000** through debt financing, potentially via small business loans.

Debt Ratio = RM 15,000 / RM 79,050 ≈ **18.98%**

Debt-to-Equity Ratio = RM 15,000 / RM 73,440 ≈ **23.42%**

These ratios reflect a responsible approach to leveraging debt while maintaining financial health.



H. Bootstrap Financing Consideration

We will begin with bootstrap financing, contributing RM 10,000 in personal capital and reinvesting early-stage revenue. This strategy enables us to maintain 100% ownership, operate lean, and validate our business model before seeking outside investment. Bootstrapping also encourages disciplined spending and a sharper focus on achieving early product-market fit.

I. Venture Capital Exploration

As the business scales, we plan to explore venture capital to accelerate growth. Venture capital firms not only provide funding but also offer strategic guidance, industry expertise, and network access—essential assets for scaling a tech-driven platform.

One potential partner is 1337 Ventures, a Malaysia-based early-stage VC firm. They offer RM 30,000–RM 50,000 in pre-seed/seed funding in exchange for equity, alongside access to mentorship, acceleration programs, and support for product-market fit and future fundraising rounds.



7.2 Fixed Costs

A. Fixed Monthly Costs

The budgeted estimate of the fixed monthly costs anticipated during the early operational phase are described in the following. These figures serve as the upper-limit estimates and actual expenditures may vary slightly but staying within the allocated range as the team continues to monitor costs closely. As outlined in the staffing plan, expenses are expected to increase progressively in line with platform growth and phased hiring.

- Salaries – RM 10,000.00
Covers the initial remuneration for full-time staff. This budget allows room for incremental hiring in later months as the business scales.
- Utilities – RM 200.00
Covers essential monthly services of internet, electricity, and water supply in remote and hybrid work arrangements.
- Advertising – RM 500.00
Allocated for brand-building campaigns and targeted outreach via social media and digital jobseeker platforms to drive early user traction.
- Insurance – RM 300.00
Covers general liability and platform-related insurance. This provision may be adjusted once operations expand or new legal obligations arise.
- Rent – RM 1,500.00
Allocated for co-working space rental or a shared office to facilitate in-person coordination and administrative tasks when necessary.
- Unexpected Expenses – RM 500.00
Set aside as a contingency buffer for any unanticipated but necessary expenditures.
- Total Monthly Fixed Cost Budget (Initial Phase) – RM13,000.00

**Note: All figures represent estimated budget ceilings and are subject to revision upon operational scaling or changes in resource allocation strategy.*



7.3 Income Statement Projections

A. Projected Income Statement

Remy Intelligence Sdn. Bhd.							
For the Period Ending							
	1Q	2Q	3Q	4Q	YR1	YR2	YR3
Net Sales Revenue (+) (RM)	3,500	6,000	9,000	12,000	30,500	60,000	90,000
Cost of Goods Sold (-) (RM)	1,200	2,200	3,000	3,600	10,000	18,000	25,000
Gross Profit (=) (RM)	2,300	3,800	6,000	8,400	20,500	42,000	65,000
Operating Expenses (-) (RM)	1,200	1,500	1,800	2,000	6,500	9,000	11,000
General Expenses (-) (RM)	600	800	1,000	1,200	3,600	5,000	6,000
Other Expenses (-) (RM)	300	500	600	800	2,200	3,000	4,000
Net Income Before Taxes (RM)	200	1,000	2,600	4,400	8,200	25,000	44,000
Taxes (est. 20%) (RM)	40	200	520	880	1,640	5,000	8,800
Net Income (=) (RM)	160	800	2,080	3,520	6,560	20,000	35,200

Table 7.6: Income Statement



B. Visual Representation of Financial Performance

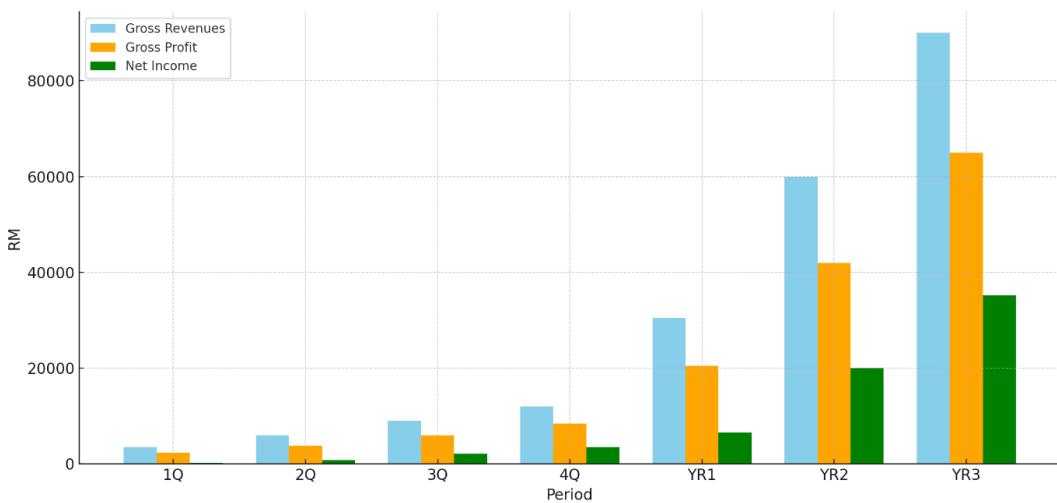


Figure 7.1: Financial Performance



7.4 Breakeven Analysis

Units Sold	Revenue (RM)	Variable Cost (RM)	Total Cost (RM)	Profit (RM)
0	0.00	0.00	10.000	-10,000.00
250	2,500.00	750.00	10,750.00	-8,250.00
500	5,000.00	1,500.00	11,500.00	-6,500.00
750	7,500.00	2,250.00	12,250.00	-4,750.00
1000	10,000.00	3,000.00	13,000.00	-3,000.00
1250	12,500.00	3,750.00	13,750.00	-1,250.00
1500	15,000.00	4,500.00	14,500.00	500.00
1750	17,500.00	5,250.00	15,250.00	2,250.00
2000	20,000.00	6,000.00	16,000.00	4,000.00
2250	22,500.00	6,750.00	16,750.00	5,750.00
2500	25,000.00	7,500.00	17,500.00	7,500.00
2750	27,500.00	8,250.00	18,250.00	9,250.00
3000	30,000.00	9,000.00	19,000.00	11,000.00

Table 7.7: Breakeven Analysis

The breakeven point falls between **1,250 and 1,500 units**, where profit turns positive.



7.5 Ratio Analysis

Ratio	Remy Intelligence Sdn. Bhd.	Industry Data	Variance	Explanation
Current Ratio	2.5	1.5 – 2.0	Above	Lean structure; higher liquidity due to minimal short-term obligations.
Quick Ratio	2.5	1.2 – 1.8	Above	No inventory, assets are mostly liquid; strong cash reserve expected.
Inventory Turnover	N/A	4.0 – 6.0	N/A	Digital service model; no inventory maintained.
Ave. Collection Period	0 Days	30 – 60 Days	Below	Instant payment model (prepaid packages); no receivables.
Fixed Asset Turnover	10.0	3.0 – 5.0	Above	Low asset base (cloud infra, no physical assets) vs. decent revenue.
Total Asset Turnover	3.2	1.5 – 2.0	Above	Efficient use of minimal startup assets to drive sales.
Debt-to- Equity	0.0	0.5 – 1.5	Below	Fully equity-funded in early stage; no loans or leverage.
Gross Profit Margin	80.81% (Profile) or 40.82% (Resume)	70 – 80%	Mixed	Profile Builder above average, myResume Studio slightly below due to higher cost.
Operating Profit Margin	~45%	20 – 30%	Above	Lean operations with high-margin digital services.
Net Profit Margin	~35%	15 – 25%	Above	Low burn rate and minimal fixed costs contribute to healthy margins.
Return on Equity (ROE)	~38%	10 – 20%	Above	Strong returns due to efficient use of founder/investor equity.

Table 7.8: Ratio Analysis

*Note: Industry benchmarks sourced from Startup Financial Benchmarks – SaaS & Tech, [NYU Stern Margin Benchmarks], and internal SaaS projections.



7.6 Risks & Assumptions

A. Financial Risk & Assumption Matrix

Category	Risk / Assumption	Significance
General Economy	Malaysia's economic condition remains stable.	An economic downturn may reduce user spending on career-related tools.
Interest Rates	Although the platform is digital and not dependent on physical infrastructure, fluctuations in interest rates can still pose indirect challenges.	Higher interest rates can reduce investor appetite and increase the cost of our planned RM15,000 debt financing, potentially delaying expansion.
Inflation	Inflation remains moderate and does not heavily affect pricing or COGS.	High inflation could raise cloud/API costs and reduce users' purchasing power.
Economic Health	The job market remains steady or improves.	A strong job market increases demand for resumes and job-matching platforms.
Tax Rates	Corporate tax rates stay within a predictable range.	Sudden changes in tax rates may affect profit margins and planning.
Industry Growth/Decline	HRTech and AI-based recruitment tools continue to grow.	Slowed industry growth could reduce demand for platforms like ours.
Customer Preferences	Users continue to prefer AI-driven personalisation.	Shifting preferences or increased distrust in AI may lead to lower platform usage.
Competitive Entrants	Competition remains at current levels.	New competitors with better features may reduce our user base if we don't continue innovating.
Prices	Users remain price-sensitive, especially students.	Overpricing may reduce adoption and discourage repeat usage.
COGS (Costs of Goods Sold)	AI and cloud service costs remain stable and manageable.	Rising infrastructure or API usage costs could erode our profit margins.
Technology Risk	AI-generated outputs continue to meet user expectations.	Inaccurate or irrelevant outputs may damage the platform's credibility and reduce user trust.



AI Governance & Data Responsibility	The platform complies with current data protection laws and adapts to future regulatory changes.	Failure to address data security or new AI governance standards may result in reputational damage, legal risks, and user attrition.
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Table 7.9: Risks and Assumptions

B. Disclosure of Significant External Risk Factors

External factors such as the emergence of AI regulatory frameworks, rapid advancements in AI technology, and shifting recruiter attitudes toward AI-generated content could significantly impact our platform's operations and perceived value. These risks will be mitigated through ongoing compliance efforts, platform adaptability, and transparent user education.



8.0 Funding Request & Exit Strategy

8.1 Amount & Type of Funds Requested

A. Capital Request Overview

Remy Intelligence Sdn. Bhd. is seeking RM50,000 in seed funding for our product development, cloud infrastructure, marketing, and early-stage hiring. In exchange, we are prepared to offer an equity stake of up to 15% that will be based on our final valuation.

B. Debt Financing Intention

While we initially aim to avoid heavy reliance on debt financing to maintain financial flexibility and minimise repayment pressure, our funding strategy does include a modest debt portion of RM15,000, as outlined in Section 7.1-G. This debt may come from small business loans or grants and is intended to support early infrastructure and development costs. By keeping the debt ratio below 20%, we aim to balance risk with capital access while ensuring that reinvestment into product development and user validation remains our top priority.

C. Bond Issuance Consideration

We do not plan to issue bonds in the foreseeable future. As a start-up, we currently lack the long-term financial track record, stable cash flow, and tangible assets typically expected for bond financing.

According to the Business Development Bank of Canada (BDC), common funding options for new businesses include personal investment, venture capital, grants, and business loans, while bond issuance is not listed among recommended sources for early-stage financing (BDC, 2020).

This suggests that bond financing is generally more suitable for established companies with more mature financial structures.



8.2 Exit Plan

A. Investor Exit Strategy

Exit strategy for our investors is planned with the following form of payments and payouts:

- Repayment of Debt
Anticipated Timeframe: 3 to 5 years from the revenue growth stage.
- Merger or Acquisition (M&A)
Anticipated Timeframe: 5 to 7 years post-launch.

Public offering, employee buyout, liquidation, and stock buyback are not planned and do not apply to our investor exit strategy at the initial stage.

B. Franchising & Licensing Plans

As a fully digital and cloud-based platform, we have no plans to franchise the business. Since our business model is designed to be centralised, it can be scaled widely without being constrained by geographical constraints.

However, we intend to license specific components of our platform, particularly our AI-powered Profile Builder and myResume Studio modules, to NGOs, educational institutions, and career centres. Through these partnerships, we aim to deliver our services at subsidised rates or even for free to students and underserved communities.

With this strategy, we hope to reach as many customers as possible while maintaining control over the core technology and brand identity. Another benefit of licensing is that it can help to generate revenue streams without the operational complexities of franchising.



8.3 Milestones

Milestone	Task	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6
A	Product Development (MVP build)						
B	Alpha Testing and Iteration						
C	Partnership Onboarding						
D	Full Platform Launch						
E	Marketing Campaign Rollout						
F	Growth & Performance Monitoring						
G	Licensing Negotiation						
H	Investor Outreach						
I	Repayment of Debt						
J	Evaluation of M&A Opportunities						

Table 8.1: Milestones for Remy Intelligence Sdn. Bhd.

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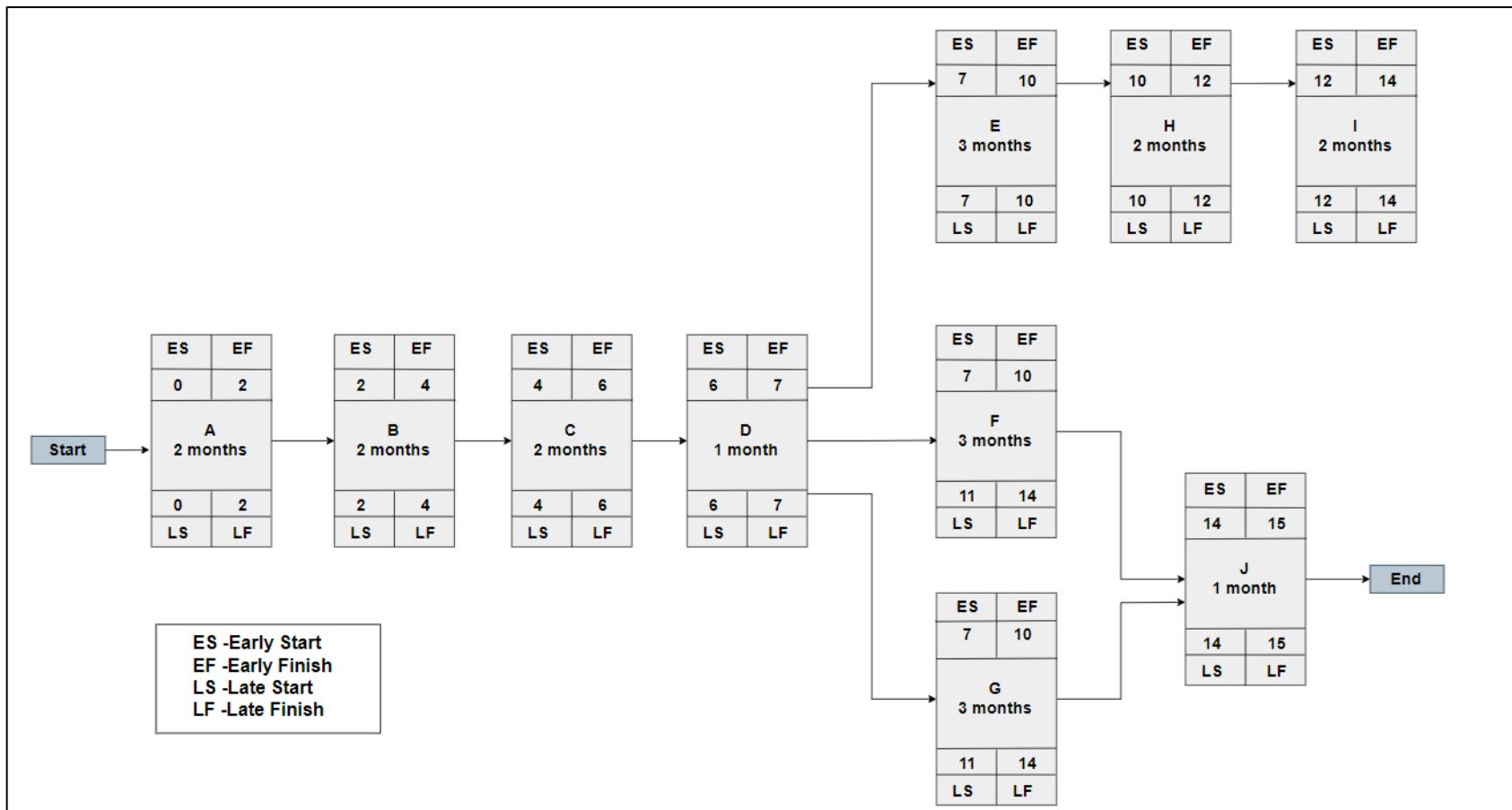


Figure 8.1: PERT Chart for Remy Intelligence Sdn. Bhd. Milestones

The PERT chart for Remy Intelligence Sdn. Bhd. outlines a 15-month strategic roadmap with a critical path (A->B->C->D->E->H->I->J) that denotes major phases from product development to potential exit possibilities. This path emphasises the timely execution of Minimum Viable Product (MVP) building, testing, partnerships, marketing, and investor engagement, which has a direct effect on project completion. Non-critical paths, including growth monitoring (F) and licensing negotiations (G), have multiple months of slack, so it is possible to proceed in parallel after the launch date without impacting the schedule.



Appendices

Resumes

OOI ZI XUAN

Malaysia | +60 17 531 6528 | zixuan.0410@gmail.com

Languages: English, Malay, Mandarin, Hokkien.

MBTI & Personality: ESTP-A | Grounded executor with a balance of decisiveness, empathy, and adaptability.

PERSONAL SUMMARY

A responsible and outcome-oriented Computer Science student specializing in AI with a minor in FinTech. I take pride in translating complex ideas into actionable solutions through structured planning, collaborative execution, and grounded communication. I seek to contribute meaningfully to real-world projects, especially in digital finance and data-driven innovation, while continuously refining my skills in dynamic and fast-evolving tech environments.

EDUCATION

Bachelor of Computer Science (Honours) | Taylor's University

Sept 2023 – June 2026 (Expected)

Specialization: Artificial Intelligence (AI) | Minor: Financial Technology (FinTech)

- WCGPA: 3.86 | 5-time Dean's List Recipient | Taylor's University Excellence Award Scholarship Recipient
- Blockchain Economics, Cloud Computing, Machine Learning, and Professional Project Management.

Diploma in Information Technology | UOW Malaysia KDU

Dec 2022 | CGPA: 3.94 | Distinction Award | 4-time Dean's List Recipient | High Achiever Scholarship Recipient

Sijil Pelajaran Malaysia (SPM) | SMJK Keat Hwa

Dec 2019 | 4A+, 2A, 1A-, 4B+ | A+ in Additional Mathematics, Mathematics, and English Language

SOFT SKILLS

- Collaborative leader with effective delegation.
- Analytical thinker and hands-on problem-solver.
- Calm, adaptable, and responsive under pressure.
- Clear communicator with structured delivery.
- Observant and intuitive in planning.
- Quality-focused with outcome-first mindset.
- Empathetic and team-aware.
- Growth-driven with a curious mindset.

TECHNICAL SKILLS

Languages & Tools:

C++, SQL, Python, Java, Google Colab, Canva, JamAI Base.

Domain Exposure:

- Prompt engineering and data processing.
- AI-assisted workflow design and UI/UX layout clarity.
- Agile teamwork and presentation scripting.
- Cybersecurity fundamentals (CEH-certified, expired).
- Cloud-based Python usage and low-code prototyping.

EXPERIENCES

ICT Teacher (Contract) | Aug – Sep 2024 | Good International School (GIS), Kota Kemuning

Taught ICT to Year 1 – 9 students under Cambridge IGCSE curriculum during a 3-week teaching contract.

- Designed and delivered lessons that integrate AI prompts and hands-on digital tools to diverse age groups; commended for professionalism, adaptability, and positive student impact.
- Received principal formal testimonial and heartfelt student and parent appreciations.

UI/UX Tester (Invitee) | May 2024 | Hong Leong Bank Berhad (HLBB), Kuala Lumpur

Participated in HLBB Connect App Refresh Beta Test.

- Contributed UI/UX feedback and gained early exposure to user-centric design in a professional fintech setting.



Guest Speaker (Invitee) | Feb 2023 | SMJK Keat Hwa, Alor Setar

Delivered Additional Mathematics talks to Form 3 students; praised for clarity, passion, and effective engagement.

President & Vice President | 2016 – 2019 | Computer Club, SMJK Keat Hwa, Alor Setar

Led school-wide digital initiatives and built early exposure in leadership, coordination, and tech communication.

PROJECT EXPOSURES

AI Resume Generator Platform | Project Leader

An AI resume builder that personalizes outputs based on user traits and job descriptions.

- Designed platform flow, UI/UX, and adaptive prompting system; led ethical user research.
- Translated vision into structured tasks.

Project CaPABLE | Project Leader

A reintegration program proposal for ex-GISB members via certification and employment pathways.

- Defined the full framework and delegated execution.
- Top-scored in class (36.75/40) for clarity, structure and impact.

CERTIFICATIONS & RECOGNITIONS

- Certified Ethical Hacker (CEH) | Validity: April 2022 - April 2025.

- Microsoft Technology Associate (MTA) in Networking Fundamentals.

- Appointed as Taylor's STAR Ambassador | Recognized for leadership and prospect engagement.

Appendix 1: Ooi Zi Xuan's Resume

CHLOE TEE ROUYI

Malaysia | +60 12 480 6665 | chloetee2012@gmail.com

Languages: English.

MBTI & Personality: INFJ-T | Intuitive executor with emotional insight, structured thinking, and purpose-driven focus.

PERSONAL SUMMARY

A Computer Science student specializing in AI with a complementary background in finance. I bring a creative and empathetic approach to problem-solving, supported by strong communication, teamwork, and adaptability. I am passionate about applying AI to build practical, responsible solutions, while eager to gain hands-on experience and continuously strengthen my skills.

EDUCATION

Bachelor of Computer Science (Honours) | Taylor's University

Sept 2023 – June 2026 (Expected)

Specialization: Artificial Intelligence (AI) | Electives: Finance & Web Applications

- WCGPA: 3.86 | 5-time Dean's List Recipient
- Web Application Programming, Machine Learning, Natural Language Processing and UI/UX Design.

Foundation in Science | Taylor's University

Mar 2023 | CGPA: 3.23 | 1-time Dean's List Recipient | Taylor's College Merit Scholarship 2022

IGCSE | Regent International School, Klang

Nov 2021 | 5A+, 3A | A+ in Additional Mathematics, Mathematics, Physics, Biology and Chemistry.

SOFT SKILLS

- Empathetic communicator with structured delivery
- Collaborative problem-solver with hands-on tech experience
- Adaptable and calm under pressure
- Responsible leader with team coordination skills
- Purpose-driven with a practical, outcome-first mindset

TECHNICAL SKILLS

Languages & Tools:
C++, SQL, Python, Java, Google Colab, Canva, Figma, HTML, CSS, JavaScript.

Domain Exposure:

- Agile teamwork and presentation scripting.
- Fully functioning web app and UI/UX design.
- Real-world tutoring using the Cambridge curriculum
- Customer service and frontline teamwork in retail F&B

EXPERIENCES

Primary Math Tutor (Part-Time) | Aug 2024 – Present | Visi Genius, SS15, Petaling Jaya

Taught Math to Year 4 – 6 students under Cambridge Checkpoint curriculum.

- Planned and delivered weekly math lessons tailored to each student's pace and understanding.
- Provided individual guidance to help students grasp core concepts and improve exam performance.
- Communicated regularly with parents on student progress and learning strategies.



Barista (Part-Time) | Apr 2023 – Sept 2024 | Churn, SS21, Petaling Jaya

Handled daily cafe operations including customer service, drink preparation, and cashier duties.

Barista (Part-Time) | Apr 2023 – Aug 2023 | Chizu, Citta Mall, Petaling Jaya

School Prefect | 2016 – 2019 | Regent International School, Klang

Assisted in maintaining school discipline and supporting student-led events.

- Developed early leadership, responsibility, and communication skills.

PROJECT EXPOSURES

OneMinute | Project Leader

A COVID-19 inspired decision-making game built in Java.

- Led full project lifecycle from concept to implementation, and received an 'A'.
- Designed and developed UI using hand-drawn assets and SceneBuilder.

Meloverse | Project Leader

A web application dedicated to stream music.

- Led end-to-end development, overseeing planning, design, and implementation phases.
- Coordinated a team to deliver a functional, user-friendly platform within project deadlines and achieved highest project score in the class (38/40).

CERTIFICATIONS & RECOGNITIONS

- UM Hackathon 25 | Apr 2025 | Participation Award | *Created an AI Quantitative Trading Solution for Balaena Quant.*
- Taylor's Hackathon 101 Workshop | 2025 | *Participated in an introductory workshop for UI/UX on Figma.*

HNG QI YEAN

Malaysia | +60 10 832 3717 | qyeany007@remy.com

Languages: English, Malay, Mandarin.

MBTI & Personality: INTJ | Strategic thinker with a balance of resilience and thoughtful decision-making.

PERSONAL SUMMARY

As a Computer Science student specializing in Artificial Intelligence, I bring a persistent attitude toward overcoming challenges. Known for a methodical approach to complex problems, I rely on deep analysis and structured problem-solving to deliver effective solutions. My decision-making is thoughtful and strategic, with careful consideration of long-term outcomes. I place strong emphasis on work quality and effective time management.

EDUCATION

Bachelor of Computer Science (Honours) | Taylor's University

Sept 2023 – June 2026 (Expected)

Specialization: Artificial Intelligence (AI)

- WCGPA: 3.93 | 5-time Dean's List Recipient | Taylor's University Excellence Award Scholarship Recipient
- Web Application Programming, Machine Learning, Computer Vision and Natural Language Processing.

Unified Examination Certificate (UEC) | Pay Fong Middle School

2017 - 2022 | Achieved 6 A1s : Mathematics, Additional Mathematics, English, Economics, Geography, Bookkeeping

Sijil Pelajaran Malaysia (SPM) | Pay Fong Middle School

2022 | A+ in Additional Mathematics, Mathematics, and English Language

SOFT SKILLS

- Resilient and solution-focused in the face of challenges.
- Strategic thinker with a long-term vision.
- Detail-oriented with strong time management.
- Supportive leader with clear coordination.
- Positive mindset with a strong belief in continuous growth.

TECHNICAL SKILLS

Languages & Tools:

Python, Java, C++, HTML, SQL, Google Colab, Canva, JamAI Base.

Domain Exposure:

- Machine learning model development
- Database-driven web applications using PHP and SQL
- Hands-on experience in building and maintaining full-stack websites

EXPERIENCES

Lighting Design Assistant (Part-Time) | 2024 | Pioni Sdn Bhd, Melaka, Malaysia

Assisted in lighting simulation and testing using DIALux software for project-based lighting design.

- Supported lighting layout planning and verification to meet functional and aesthetic requirements.
- Gained hands-on exposure in applying simulation tools to real-world scenarios under guided supervision.

Lighting Operations Assistant (Part-Time) | 2023 | Pioni Sdn Bhd, Melaka, Malaysia

Worked in a lighting production and testing line to support operational workflow.

- Developed hands-on experience in production processes, attention to detail, and teamwork.

Service Crew Member | 2022 - 2023 | Hoo Khiew Prawn Cracker Noodles, Melaka, Malaysia

Handled customer orders and daily tasks with teamwork and time management in a fast-paced environment.

Leadership Training Camp | 2022 | Pay Fong Middle School, Melaka, Malaysia

Selected as a club leader to join a leadership camp focused on teamwork, self-reflection, and advanced leadership skills.



PROJECT EXPOSURES

Meloverse | Project Leader

A full-stack music web application developed for a Web Application Programming module.

- Led end-to-end development using HTML, CSS, JavaScript, PHP, and MySQL.
- Managed coding, compilation, task delegation, and debugging, received an A for the project.

Green Echoes | Project Leader

An interactive desktop platform built in Java (NetBeans), promoting environmental awareness.

- Oversaw design, logic implementation, and team coordination to ensure timely delivery.
- Fully executed and scored 63/70 for functionality, creativity, and technical execution.

CERTIFICATIONS & RECOGNITIONS

- Hackathon 101 Workshop | 2025 | Participated in an introductory hackathon focused on tech innovation.
- Leadership Development Camp | 2022 | Certified participant in leadership training for student club leaders.

CHOO JIA QI

Malaysia | +60 19 715 8613 | jiaqicho0602@gmail.com

Languages: English, Malay, Mandarin.

MBTI & Personality: INFJ-A | Grounded executor with emotional thinking, structured thinking and quick determination.

PERSONAL SUMMARY

A responsible and detail-oriented Computer Science student specializing in Cyber Security with an extension in Data Science. I enjoy transforming complex problems into practical solutions through thoughtful planning, collaborative teamwork, and clear communication. I am passionate about contributing to impactful projects in cybersecurity and data innovation, while continuously growing in fast-paced, evolving tech landscapes.

EDUCATION

Bachelor of Computer Science (Honours) | Taylor's University

Sept 2023 – June 2026 (Expected)

Specialization: Cyber Security | Extension: Data Science

- WCGPA: 3.85 | 5-time Dean's List Recipient | Taylor's University Excellence Award Scholarship Recipient
- Wireless Network and Security, Big Data Technology, Machine Learning and Parallel Computing.

Foundation in Information Technology | Asia Pacific University (APU)

Aug 2022- July 2023 | CGPA: 3.88 | Distinction Award | APU's High Achiever and Merit Scholarship Recipient

Sijil Pelajaran Malaysia (SPM) | SMK Ungku Husin

March 2022 | 5A+, 3A, 2A- | A+ in Mathematics, Physics and Chemistry

SOFT SKILLS

- Analytical thinker and hands-on problem-solver.
- Calm, adaptable, and responsive under pressure.
- Observant and intuitive in planning.
- Quality-driven with a detail-oriented mindset.
- Empathetic and team-aware.
- Growth-driven with a curious mindset.
- Time management skills in balancing academic and extracurricular commitments

TECHNICAL SKILLS

Languages & Tools:
C++, SQL, Python, Java, JavaFX, Google Colab, Canva, Tableau, Scene Builder.

- Domain Exposure:**
- Cybersecurity: Wireshark, Nmap, Metasploit, Huawei eNSP
 - Machine learning: Scikit-learn, regression, clustering
 - Cloud & database: MySQL, AWS Cloud



EXPERIENCES

July 2023 – August 2023 | Primary School Tutor | Madam Ho Tuition Centre

Taught Mathematics to Year 7-12 students under the UPSR curriculum during a one-month teaching contract.

- Developed structured teaching materials to support students' understanding and their growth.
- Gained a deeper sense of responsibility through lesson planning, classroom management, and tracking student progress.

September 2023| Concert Crew Member | 9Wave Music Festival

Assisted in the setup, coordination, and backstage operations during the 9Wave Music Festival with (G)I-DLE invited as one of the main performers.

- Supported equipment handling, stage transitions, and crew communication while strengthening teamwork in a fast-paced environment.

PROJECT EXPOSURES

AI in Healthcare: Hepatitis C Diagnosis

A predictive system that leverages machine learning to support the early detection of Hepatitis C.

- Built machine learning model (Logistic Regression, Decision Tree).
- Achieved 85% accuracy in predictive classification.

LAN Design & Penetration Testing

A secure LAN setup designed for a medium-sized company, with network segmentation and vulnerability assessment.

- Designed LAN network topology for a 112-host company using Huawei eNSP.
- Configured subnetting, VLANs, and tested vulnerabilities using Metasploitable.

CERTIFICATIONS & RECOGNITIONS

- Google Workspace Hackathon 2024 | Developed an Integrated Lead Management System
- ZTE NextGen 5G Hackathon | Developed the Living Traffic Light system
- UM Hackathon 2025 | Created an AI Quantitative Trading Solution for Balaena Quant

CHIN WEY XUAN

Malaysia | +60 18 365 5356 | chinweyxuan@gmail.com

Languages: English, Malay, Mandarin, Hokkien, Cantonese.

MBTI & Personality: INFJ-T / Visionary empath driven by purpose, insight, and quiet determination.

PERSONAL SUMMARY

Detail-oriented and adaptable Computer Science student specializing in Data Science with an extension in AI. I enjoy translating complex problems into practical solutions through structured planning, visual design, and data-driven thinking. With hands-on experience in ML projects and UI/UX design, I aim to contribute to real-world innovations across AI and digital transformation.

EDUCATION

Bachelor of Computer Science (Honours) | Taylor's University

Sept 2023 – June 2026 (Expected)

Specialization: Data Science (DS) | Extension: Artificial Intelligence (AI)

- WCGPA: 3.72 | 5-time Dean's List Recipient | Taylor's University Excellence Award Scholarship Recipient
- Data Mining, Statistical Inference and Modelling, Data Analytics and Machine Learning, Big Data Technologies.

Unified Examination Certificate (UEC) | Pin Hwa High School

2017-2022 | 7A1 4A2 | A1 in English, Mathematics, Additional Mathematics, History, Geography, Bookkeeping, Arts

Sijil Pelajaran Malaysia (SPM) | Pin Hwa High School

2022 | 3A 2A- | A in English, Mathematics, Science

SOFT SKILLS

- Agile and adaptable team player
- Hands-on and detail-oriented problem-solver
- Clear communicator with visual thinking
- User-focused and creative mindset
- Fast learner with cross-domain curiosity

TECHNICAL SKILLS

Languages & Tools:

Python, Java, C++, SQL, Google Colab, Canva, Figma, Tableau.

Domain Exposure:

- UI/UX design and Figma prototyping
- Childcare supervision and tutoring
- Presentation building and visual flow

EXPERIENCES

PR and Design Committee | Feb 2025 – Present | Taylor's University

- Designed and produced promotional materials, including event posters, slides, social media graphics and recap videos, enhancing event visibility to the public.
- Coordinated regular meetings with cross-functional teams to facilitate content quality and timely delivery.
- Supported the PR Team for CISAs 2024 signature event by participating in campaign preparation and creating visuals to maximize event outreach.



Daycare Teacher Cum Tutor | Mar – Aug 2024 | SIM Educare (M) Sdn Bhd, Taman Intan

Taught ICT to Year 1 – 9 students under Cambridge IGCSE curriculum during a 3-week teaching contract.

- Supervised and instructed primary school students in groups of 10-30 in both academic and daycare activities.
- Maintained consistent positive feedback from both parents and students in clarity and revision support.

Program Coordinator | 2019-2021 | Pin Hwa High School, Klang

- Collaborated with teachers to transform the society's learning structure from teacher-led to student-driven lessons, enhancing peer collaboration and engagement through collaborative learning and peer interaction.
- Planned and designed annual syllabus and curriculum content, also establishing new lesson guidelines, including art critiques, interactive discussions and hands-on activities to foster the learning process.

PROJECT EXPOSURES

Hepatitis C Diagnosis

A supervised prediction system that uses machine learning to support early detection of Hepatitis C.

- Preprocessed data and applied classification models and achieved 85% accuracy in predictive performance.

Sentiment Analysis

A sentiment analysis pipeline using LSTMs and Decision

- Utilized deep learning and machine learning on labeled data, achieving over 85% test accuracy through evaluation metrics and visualizations.

CERTIFICATIONS & RECOGNITIONS

- UM Hackathon 25 – AI Quantitative Strategy (Participation Award)
- ZTE NextGen 5G Hackathon – Smart traffic system using Python

DANG ZI YU

Malaysia | +60 13 265 0613 | ziyu25431@gmail.com

Languages: English, Malay, Mandarin.

MBTI & Personality: ESTJ-A | Practical, organized, and decisive with a balance of empathy and adaptability.

PERSONAL SUMMARY

A responsible and outcome-oriented Computer Science student specializing in Cyber Security with a minor in Digital Media Production. I'm driven by a passion for safeguarding digital systems and enjoy breaking down complex security challenges into clear, actionable strategies. With a strong focus on structured problem-solving and collaborative work, I aim to contribute to impactful projects in areas such as threat detection, secure systems, and cyber resilience while continuously evolving alongside the rapidly changing tech landscape.

EDUCATION

Bachelor of Computer Science (Honours) | Taylor's University

Sept 2023 – June 2026 (Expected)

Specialization: Cyber Security | Minor: Digital Media Production (DMP)

- WCGPA: 3.49 | 2-time Dean's List Recipient | Taylor's University Excellence Award Scholarship Recipient
- Network Security, Ethical Hacking, Cryptography, Digital Forensics, Footprinting and Cyber Law & Policy.

Senior Unified Examination Certificate (SUEC) | Kuen Cheng High School

Nov 2022 | 4A+, 3B | A+ in Chinese, History, Economies, Bookkeeping

SOFT SKILLS

- Analytical thinker and practical problem-solver
- Empathetic team player with collaborative focus.
- Calm, adaptable, and responsive under pressure.
- Organized and disciplined with strong time management.
- Calm, adaptable, and responsive in changing environments.

TECHNICAL SKILLS

Languages & Tools:

Java, Python, HTML, CSS, MySQL, Kali Linux, Nmap, Wireshark, Huawei eNSP

Domain Exposure:

- Network analysis, penetration testing, and vulnerability scanning.
- Basic digital forensics and ethical hacking concepts
- Experience with network simulation and configuration via Huawei eNSP.



PROJECT EXPERIENCES

Capture the Flag (CTF) Participation | Mar 2025 – present | Various CTF platforms

- Participated in beginner-level Capture The Flag (CTF) challenges on platforms like CTFtime, CTFLearn, PicoCTF
- Explored basic forensics, image analysis, steganography, and string extraction using Linux tools (e.g., strings, exiftool, binwalk)
- Developed problem-solving skills and foundational knowledge in digital evidence handling and information security

Academic Projects: eNSP-Based Network Design for Multi-Floor Office | Jun 2024 | Huawei eNSP Simulator

- Configured VLANs, trunk ports, switch and router interfaces, and wireless access points (APs) using Huawei eNSP simulation platform
- Applied CLI commands to set up VLAN tagging, trunking, and primary VLAN IDs (PVIDs) for effective control and service traffic separation
- Verified network interface statuses, ensured wired and wireless device connectivity, and maintained proper link integrity across all network layers.

COMPETITION EXPERIENCE

- ZTE NextGen 5G Hackathon 2024
- BSidesSF CTF 2025
- NahamCon CTF 2025

Appendix 6: Dang Zi Yu's Resume

ADRIAN TAN YEE HORNG

Malaysia | +60 10-383 9141 | adrian04091@hotmail.com

Languages: English, Mandarin, Malay, Mandarin

MBTI & Personality: INFJ-T | Grounded executor with a thoughtful blend of empathy, structure, tech-driven curiosity

PERSONAL SUMMARY

A responsible and adaptable Computer Science student at Taylor's University, specialising in Artificial Intelligence with a Data Science extension. I enjoy solving real-world problems through a mix of structured planning and creative thinking. With a CGPA of 3.68 and an expected graduation in June 2026, I'm eager to keep learning and contribute to impactful, innovation-driven projects in dynamic tech environments.

EDUCATION

Bachelor of Computer Science (Honours) | Taylor's University

Sept 2023 – June 2026 (Expected)

Specialisation: Artificial Intelligence (AI) | Extension: Data Science

- WCGPA: 3.68 | Taylor's University Excellence Award Scholarship Recipient
- Cloud Computing, Machine Learning

Diploma in Information Technology | UOW Malaysia KDU

Sep 2020 - Dec 2022 | CGPA: 3.84

Sijil Pelajaran Malaysia (SPM) | SMJK Keat Hwa (CF)

2015 - 2019 | 3A+, 1A, 3A-, 1B, 2B+ | A+ in Additional Mathematics, Mathematics, and Physics



SOFT SKILLS

- Organised and detail-oriented with a strong planning mindset
- Team player with empathetic communication
- Calm and adaptable under pressure
- Curious and growth-driven
- Structured thinker with a solution-first attitude

TECHNICAL SKILLS

Languages & Tools:
C++, Java, Python, SQL, HTML, CSS, Visual Studio, Android Studio, Google Colab, Canva

Domain Exposure:

- Machine Learning & Data Processing
- Prompt Engineering & AI-assisted Workflows
- UI/UX Design
- Cloud Computing
- Low-code Prototyping
- Basic Networking & Cybersecurity Concepts

EXPERIENCES

IT Intern | May – Aug 2022 | Adventus IT Services (Malaysia) Sdn. Bhd.

- Supported desktop and network troubleshooting
- Assisted in asset management and helpdesk operations
- Gained hands-on experience in corporate IT support environment

Score Arranger & Librarian | Jan 2025 - Present | Taylor's Symphony Orchestra, Taylor's University

- Arrange and manage orchestral scores for rehearsals and performances
- Maintain digital/physical library of scores for efficiency and accessibility
- Support conductors and sectional leaders in planning repertoire and logistics

Usher Team Leader (Crew) | 2023 - 2025 | SMJK Phor Tay, Penang

- Led ushering crew for multiple concerts under international music competition
- Coordinated with festival managers and performers to ensure smooth audience flow and show operations
- Recognised for responsibility, composure, and teamwork across recurring events

PROJECT EXPOSURES

AI Resume Generator Platform | Group Member

An AI resume builder that personalises outputs based on user traits and job descriptions.

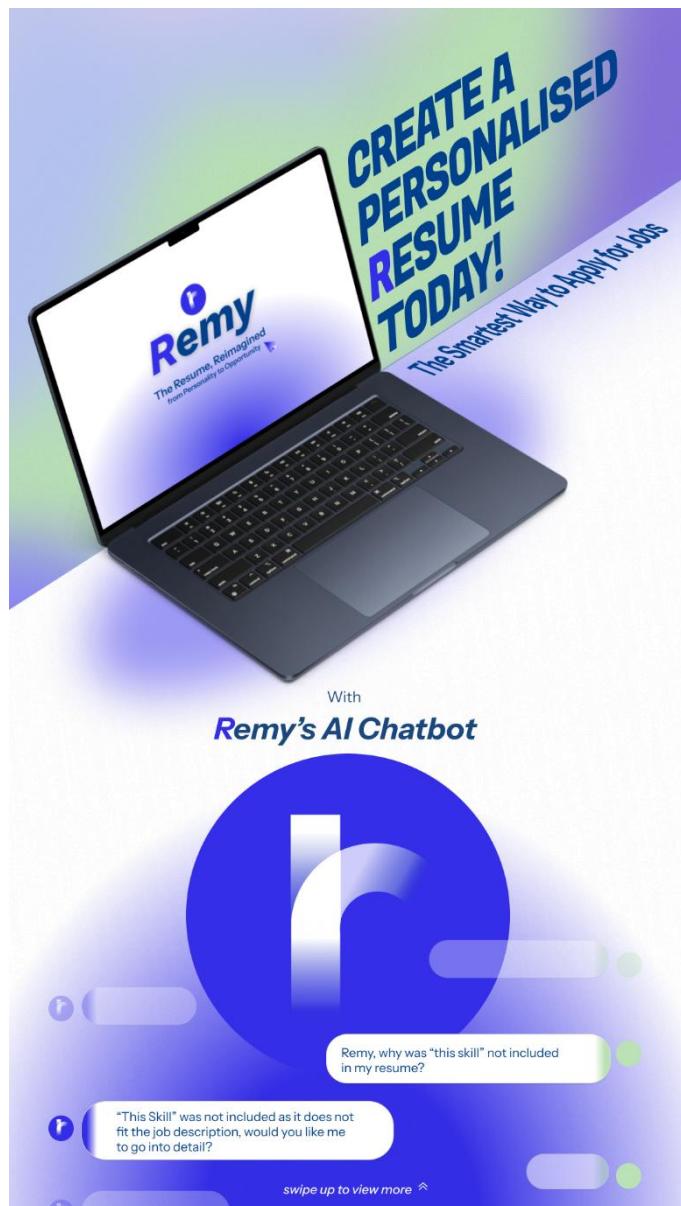
- Designed platform flow, UI/UX, and adaptive prompting system; led ethical user research.
- Translated vision into structured tasks.

CERTIFICATIONS & RECOGNITIONS

- Certified Ethical Plumber (CEP) | Validity: April 2022 - April 2025
- Microsoft Technology Associate (MTA) in Networking
- Appointed as Taylor's SHINE Ambassador

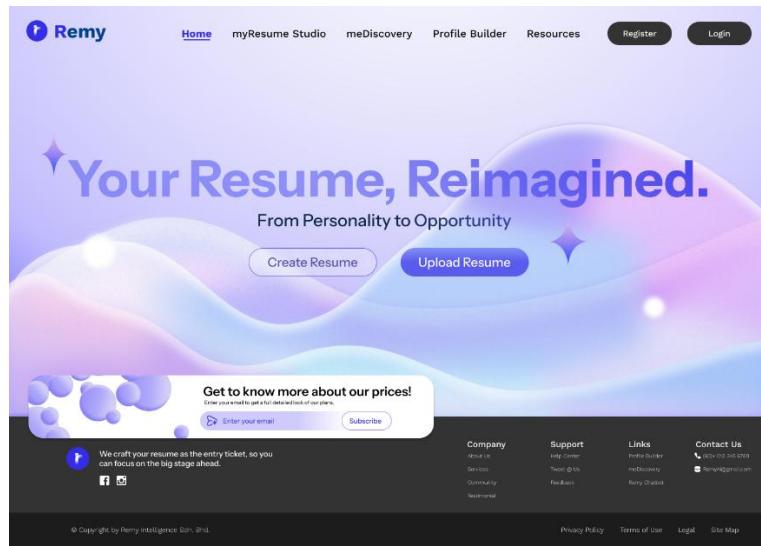
Appendix 7: Adrian Tan Yee Horng's Resume

Sample Promotional Materials

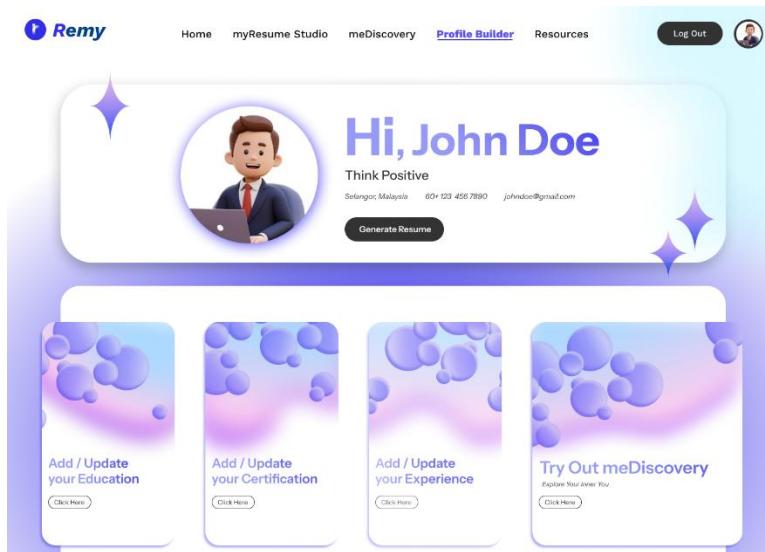


Appendix 8: Remy's Instagram Story

Product Illustrations / Diagrams



Appendix 9: Landing Page



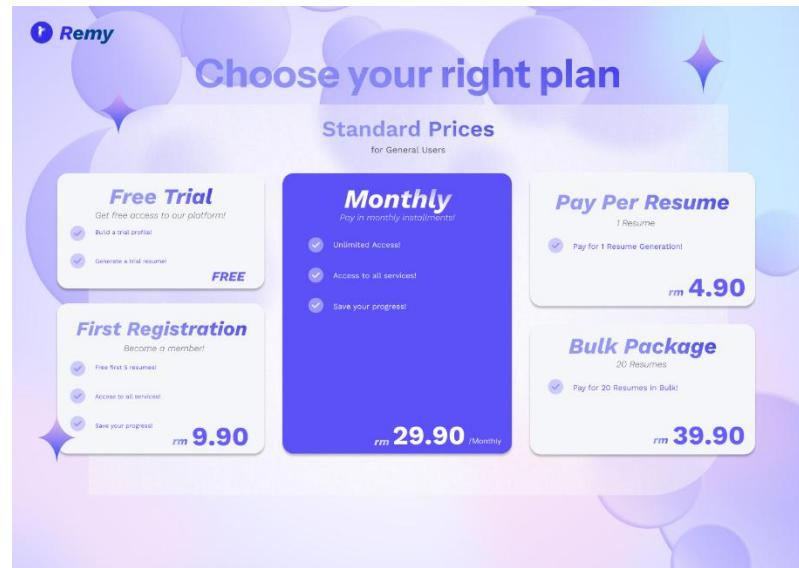
Appendix 10: Profile Builder



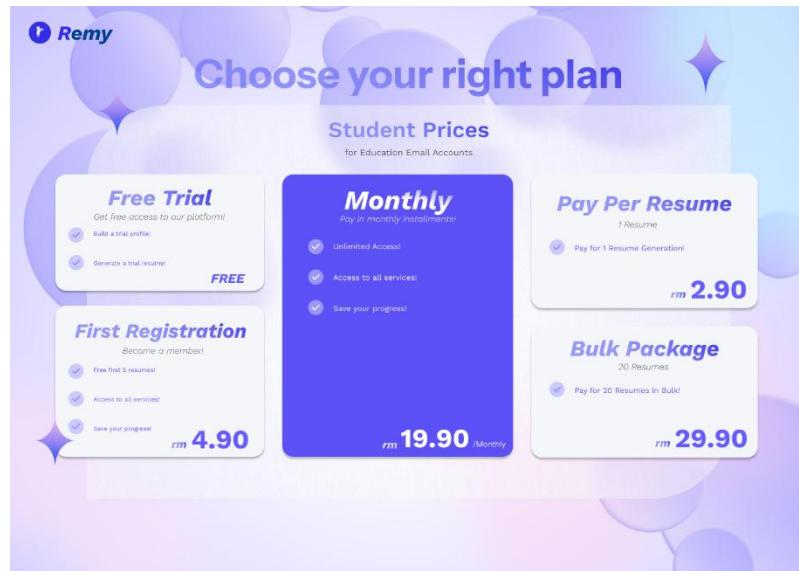
Appendix 11: meDiscovery

Appendix 12: Sample of AI Chatbot

Appendix 13: myResume Studio



Appendix 14: Pricing Model – Standard

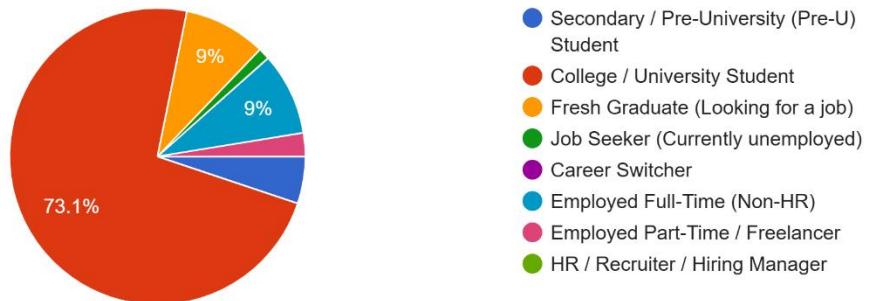


Appendix 15: Pricing Model - Student

Google Form Survey Summary

What best describes your current role or background?

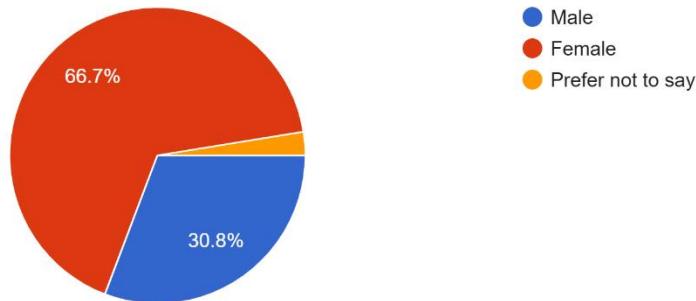
78 responses



Appendix 16: Survey Summary I

What is your gender?

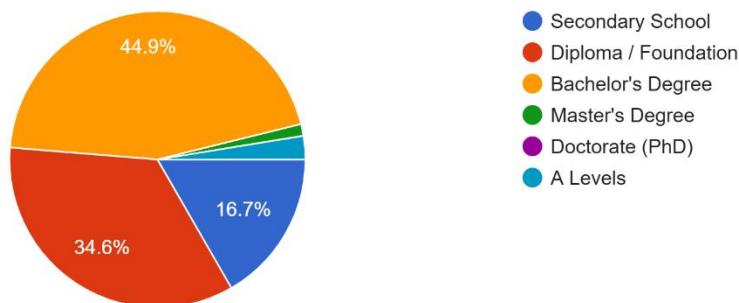
78 responses



Appendix 17: Survey Summary

What is the highest level of education level you have completed?

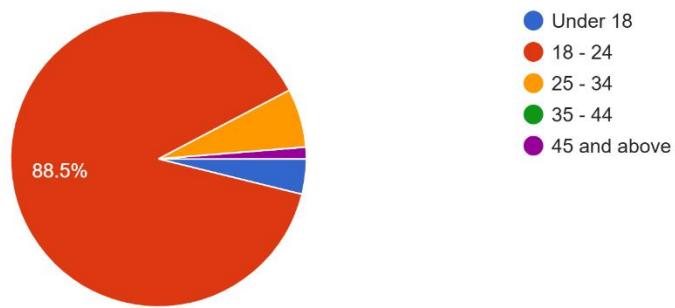
78 responses



Appendix 18: Survey Summary

What is your age group?

78 responses



Appendix 19: Survey Summary

Which Malaysian state are you currently based in?

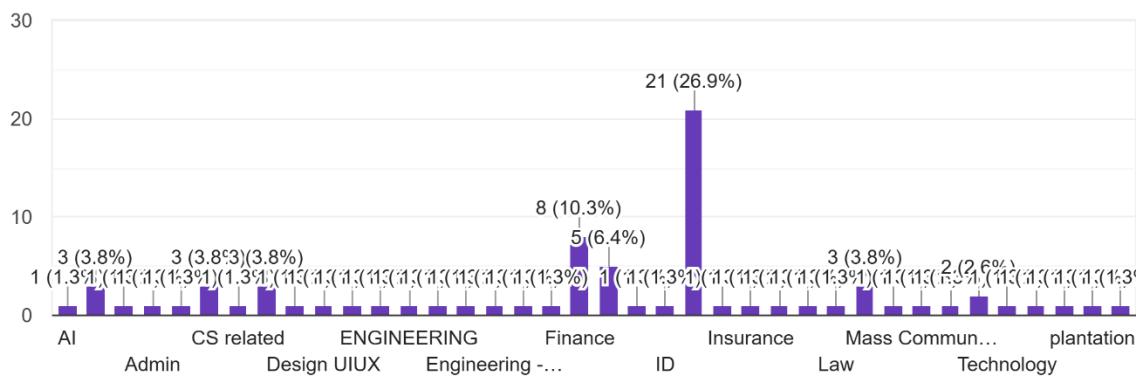
78 responses



Appendix 20: Survey Summary

Which industry are you currently in or aiming to enter?

78 responses

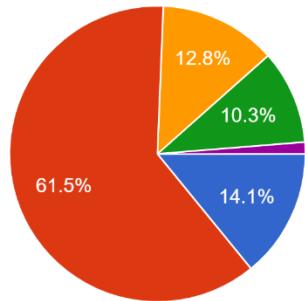


Appendix 21: Survey Summary



How experienced are you in creating or editing resumes?

78 responses



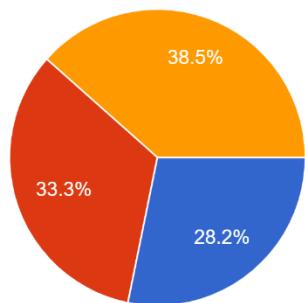
- I have never created a resume before.
- I have created 1 to 2 resumes with little guidance.
- I have written several resumes for different jobs or roles.
- I frequently update and tailor my resumes for applications.
- I help others with resumes or do it professionally.



Appendix 22: Survey Summary

Are you actively applying for jobs at the moment?

78 responses

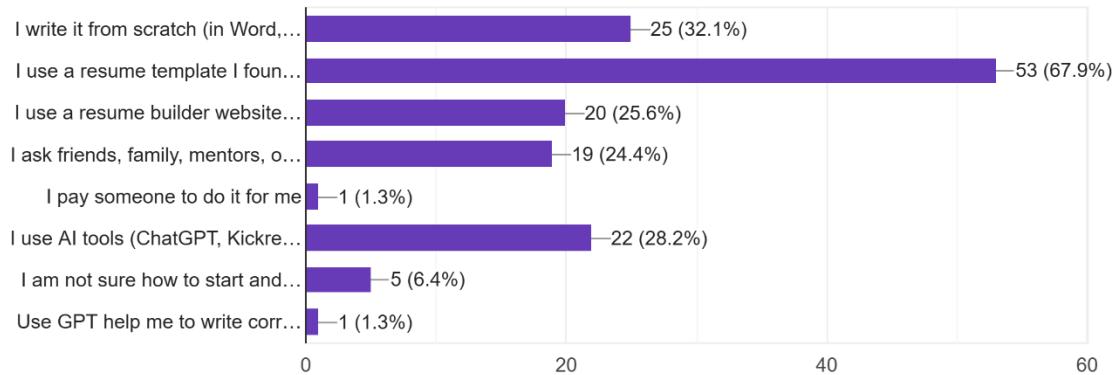


- Yes, I am actively applying now.
- No, but I plan to apply in the next few months.
- No, I am not currently looking for jobs.
- I am a recruiter or hiring manager.

Appendix 23: Survey Summary

How do you usually prepare your resume?

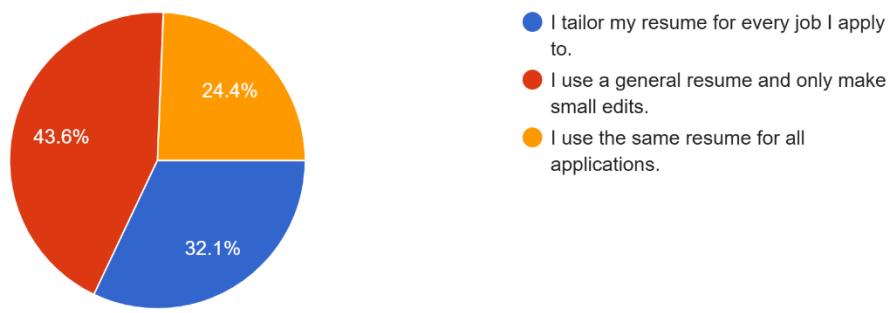
78 responses



Appendix 24: Survey Summary

Do you tailor your resume for each job application, or send the same version?

78 responses

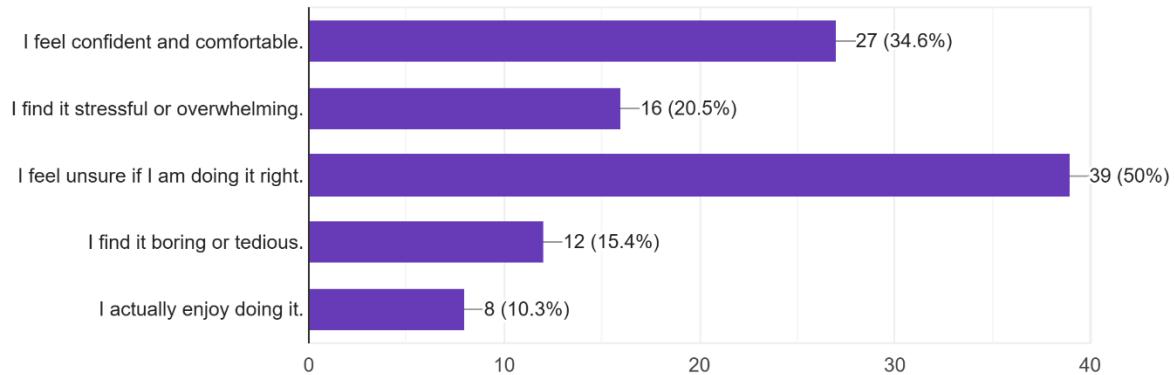


Appendix 25: Survey Summary



How do you feel about writing or updating your resume?

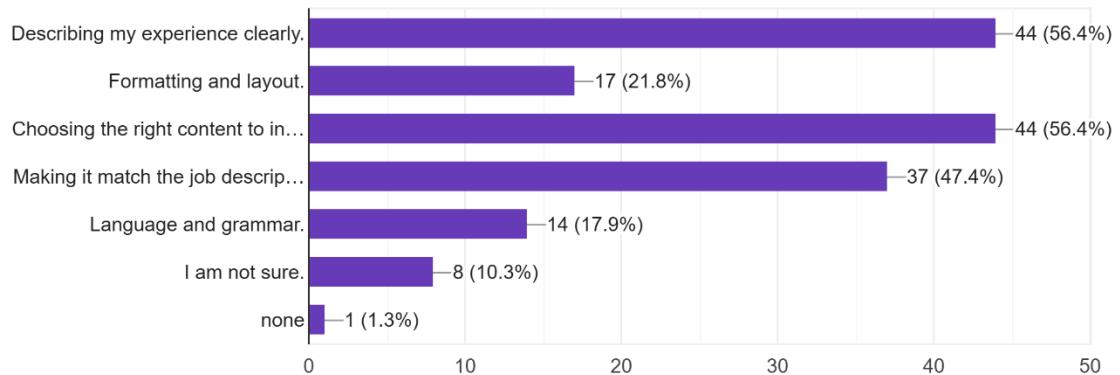
78 responses



Appendix 26: Survey Summary

What is the biggest challenge you face when creating or updating your resume?

78 responses

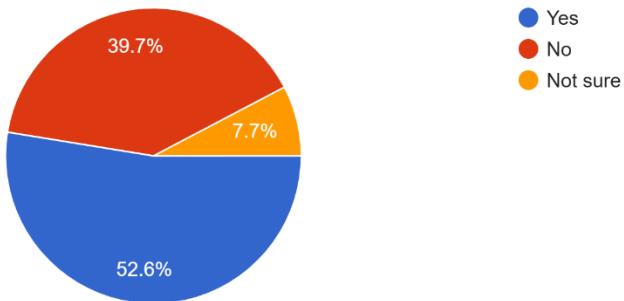


Appendix 27: Survey Summary



Have you ever used an AI tool to help with your resume or job application?

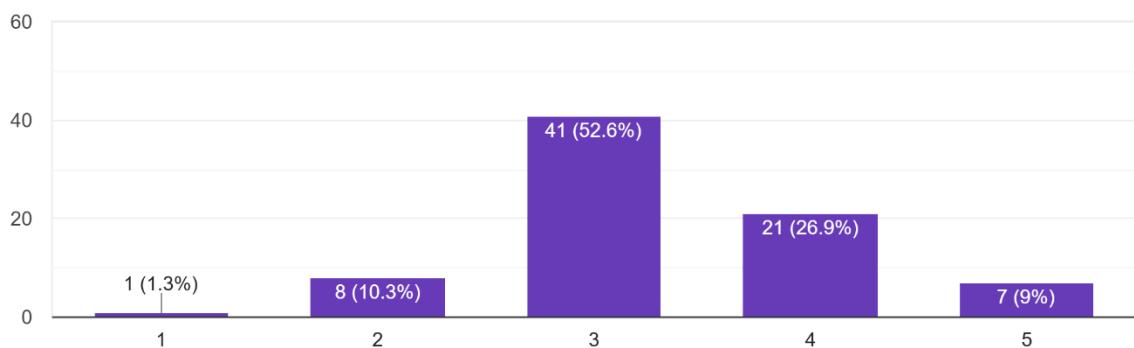
78 responses



Appendix 28: Survey Summary

How confident are you in your current resume when applying for jobs?

78 responses

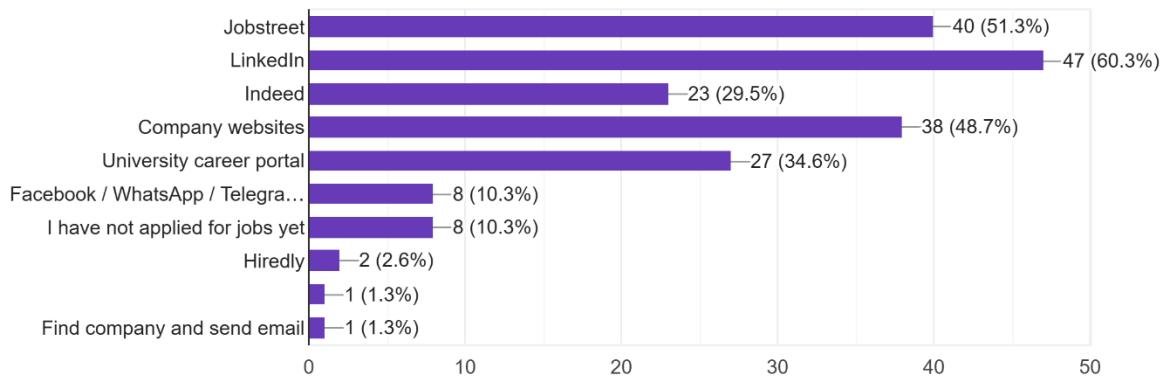


Appendix 29: Survey Summary



Which platforms do you mostly use when applying for jobs?

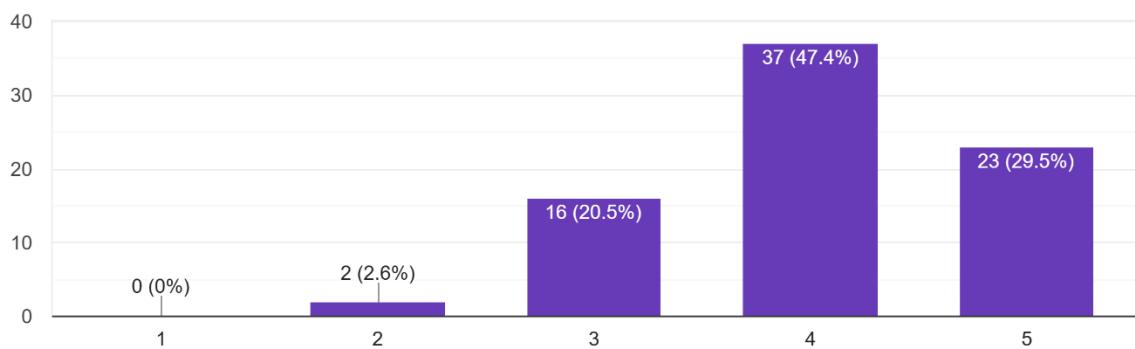
78 responses



Appendix 30: Survey Summary

On a scale of 1 to 5, how useful does this platform sound to you?

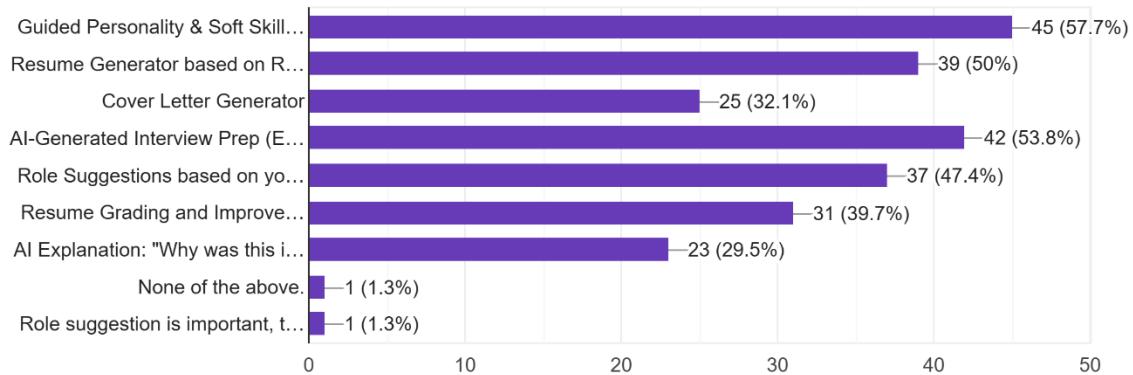
78 responses



Appendix 31: Survey Summary

Which feature(s) sound most helpful to you personally?

78 responses



Appendix 32: Survey Summary

How much time would you be willing to spend to discover your strengths and personality?

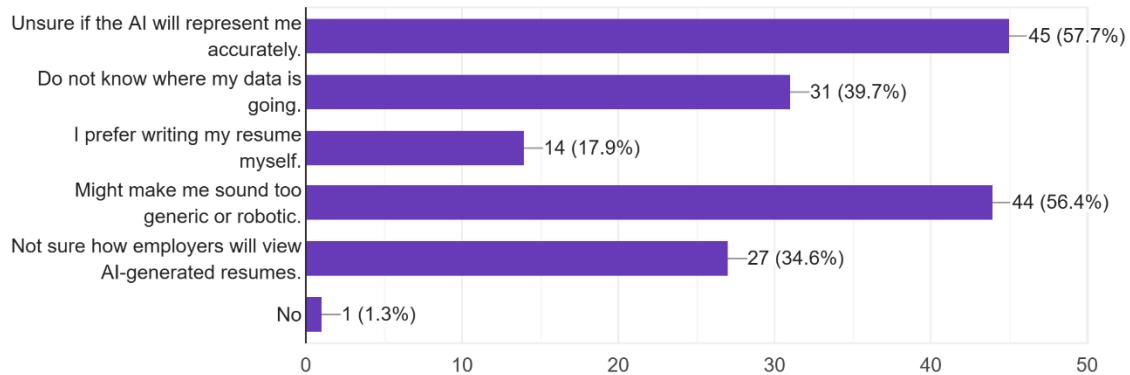
77 responses



Appendix 33: Survey Summary

What concerns would you have about using this kind of platform?

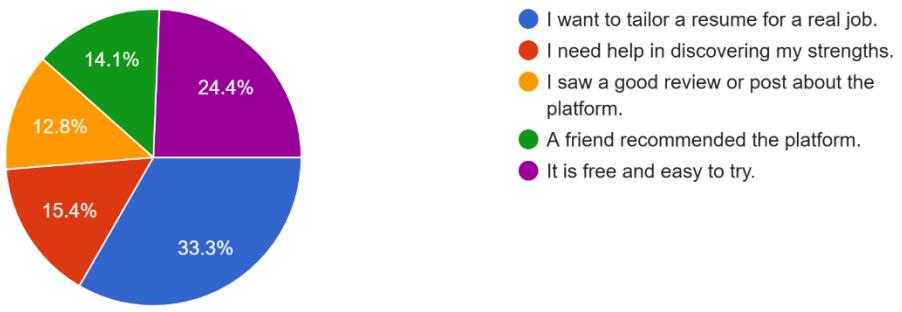
78 responses



Appendix 34: Survey Summary

What would most likely to convince you in trying this platform at least once?

78 responses

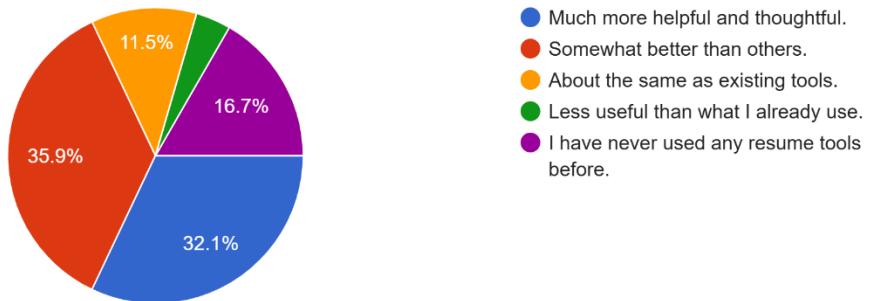


Appendix 35: Survey Summary



Compared to other resume tools or career support you have seen, how does this platform idea feel to you?

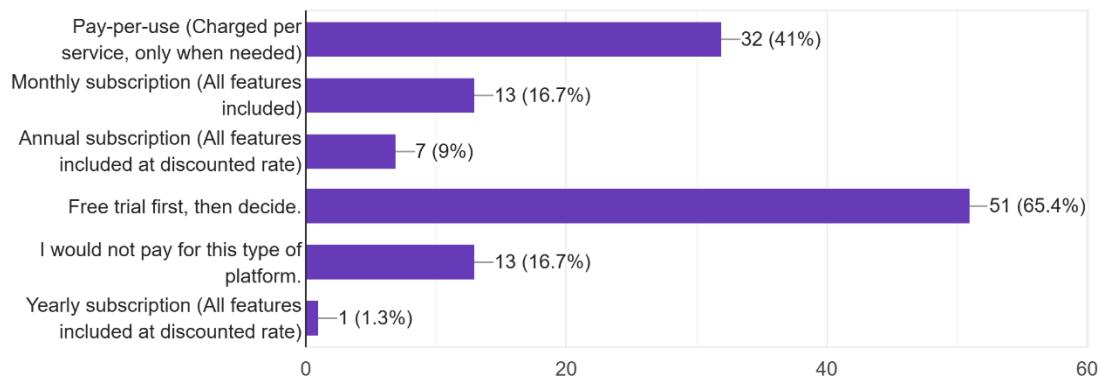
78 responses



Appendix 36: Survey Summary

Which payment model would you prefer for this kind of platform?

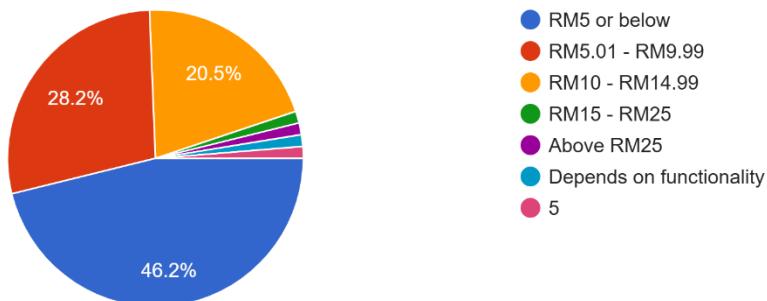
78 responses



Appendix 37: Survey Summary

For the first-time users of non-subscribers, we charge once to create 1 personalized profile + 5 tailored resume. What price fees fair for this combo?

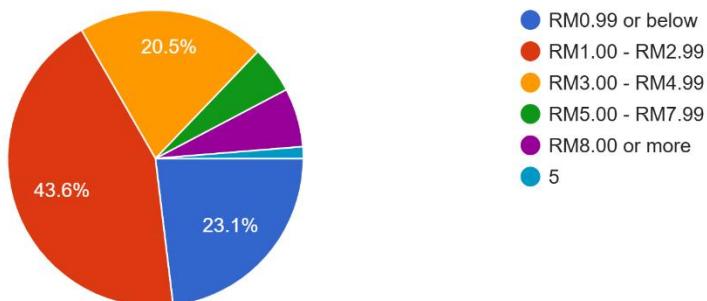
78 responses



Appendix 38: Survey Summary

After the profile is created, how much would you pay per resume (pay-per-use model)?

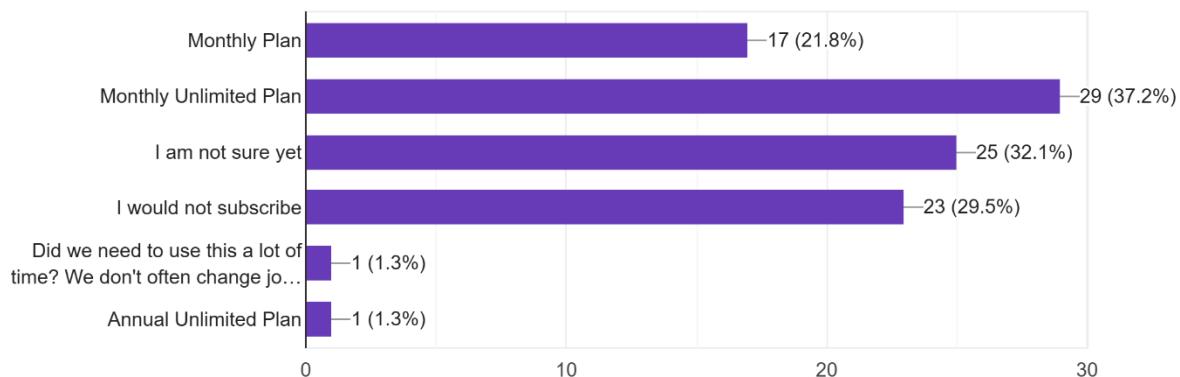
78 responses



Appendix 39: Survey Summary

Which of these subscription options would you most likely consider?

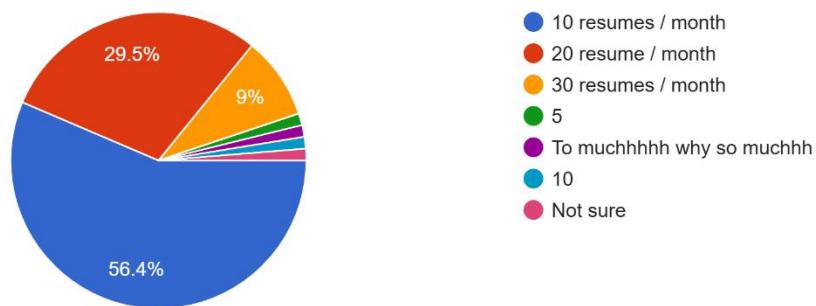
78 responses



Appendix 40: Survey Summary

For a Fair-Limit Monthly Plan, what feels like a reasonable number of resumes per month?

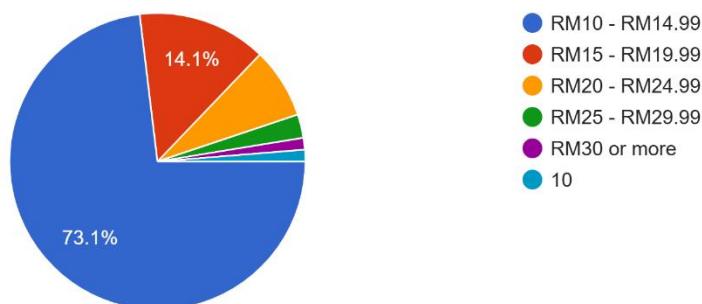
78 responses



Appendix 41: Survey Summary

How much would you be willing to pay for a Monthly Fair-Limit Plan?

78 responses

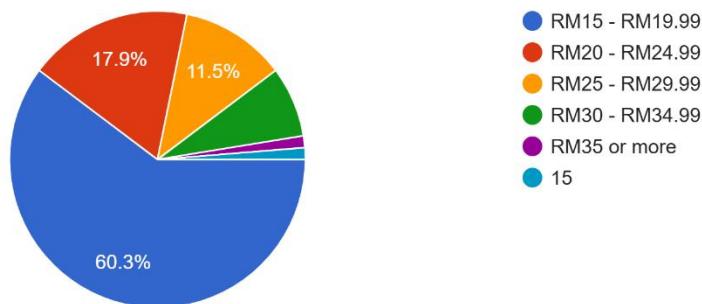


Appendix 42: Survey Summary



How much would you be willing to pay for a Monthly Unlimited Plan?

78 responses



Appendix 43: Survey Summary

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The references should be arranged alphabetically.

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Lack of assessment declaration form.