



**COURSEWORK FEEDBACK FORM FOR WRITTEN REPORT**

<b>COURSE CODE/ COURSE TITLE: MPU3232 ENTREPRENEURSHIP</b>			
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PROGRAMME: RSD (Software System Development)			
YEAR OF STUDY: <b>3</b> SEMESTER: 1		ACADEMIC YEAR: <b>2022/2023</b>	
TUTORIAL GROUP NO: 4			
COURSEWORK NO: 1/2/3	NATURE OF COURSEWORK: (Group Written Assignment )	MARKS ALLOCATED:  <b>/20</b>	
COMMENTS :			
Student's Acknowledgement:	Date: 15th Sept 2022	Lecturer/Tutor's Signature: <i>Lee Miew Leng</i>	Date: 30th Sept 2022

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#### Executive Summary

The "Makan Aja" application, which is the Smart AI Food Recommendation and Navigation Mobile Application, is designed to help people who are unsure of what to eat. In contemporary Malaysian culture, dining at times is highly common. This is especially true for people who are working or studying and do not have the time to cook their own meals, which would be inconvenient and time-consuming for them. Those who do not prepare their own meals will inevitably ask themselves questions. People first take decisions based on what they can find at and process themselves, while individuals who lack ideas may spend considerable amounts of time thinking of a place to eat. Thus, the team has proposed "Makan Aja" as a smartphone application that will be their solution, by asking a series of questions about the user's taste preferences and guiding them to recommended cuisine.

First things first, the name of the company is F&A. It is a sole proprietorship business. The establishment of the F&A company was incorporated into the business strategy that we had developed. Following that, we did an analysis of the industry that the F&A company operates in using a pest analysis. The marketing aspect of the F&A company involved research and analysis, in addition to the marketing mix of the F&A firm. In addition, one of the most essential aspects of the business plan is the operations, which comprise the business premises, the operational method that outlines how F&A conducts the business on a daily basis, as well as the employees and equipment that are required by F&A and used by it.

In addition, the management portion of F&A consisted of the management team of F&A, the organization chart, the legal structure of the company, and the board of directors comprised of F&A members. In addition to the worksheet, it is essential for this business plan to include a series of financial calculations. These calculations should address the following topics: start-up capital, financial assumptions, projected sales, fixed costs, variable costs, capital expenses, depreciation, annual fixed, three-year worth of pay before income statement, three-year worth of pay before balance sheet, three-year worth of pay before cash flow statement, ratio analysis, and break even analysis of F&A.

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## **TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE**

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#### **Software Systems Development**

#### **RSD**

#### **Year 3 Sem 1**

### **MPU-3232 Entrepreneurship Assignment**

**Academic Year 2022/23**

<b>Student Names</b>	<b>Student ID No</b>	<b>Idea Generation (20%)</b>	<b>Business Plan (50%)</b>	<b>Idea Pitching (30%)</b>	<b>Total (100%)</b>
Ng Soon Kit	21PMR07293				
Lai Liang Chun	21PMR07286				
Neoh Sze Tung	21PMR07291				
Benedict Tan Zhi Hang	21PMR07273				

## Faculty of Computing And Information Technology

### PLAGIARISM STATEMENT

#### MPU-3232 ENTREPRENEURSHIP

Semester : Year 3 Sem 1





Programme : RSD

Tutorial Group: 4

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

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1	Ng Soon Kit	21PMR07293	
2.	Lai Liang Chun	21PMR07286	
3.	Neoh Sze Tung	21PMR07291	
4.	Benedict Tan Zhi Hang	21PMR07273	

### Assessment Criteria: Idea Generation

<b>CLO Assessed: 1</b>	<b>PLO Assessed: 2</b>	<b>MQF Cluster of LO: Cognitive Skill</b>
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**Idea Proposed:** Smart AI Food Recommendation and Navigation Mobile Application

Criteria (Total Mark: 20 marks)	Category				Mark
	Excellent (Mark: 5)	Good (Marks: 3 – 4)	Average (Mark: 2)	Poor (Marks: 0 – 1)	
<b>1. Variety of Ideas and Contexts (Score: 5 marks)</b> <ul style="list-style-type: none"> <li>• Ideas represent important concepts.</li> <li>• Ideas generated are from different contexts or disciplines.</li> <li>• Ideas proposed are relevant to the chosen area.</li> </ul>	ALL sub criteria are met	Only <b>TWO (2)</b> sub criteria are met	Only <b>ONE (1)</b> sub-criteria is met	<b>NO</b> sub criteria is met	
<b>2. Variety Sources (Score: 5 marks)</b> <ul style="list-style-type: none"> <li>• Idea proposed is exhibiting a good amount of research has been done.</li> <li>• Idea suggested is based on mixture of different sources such as texts, media or resource person.</li> <li>• Personal experience or opinions are included in generating the idea.</li> </ul>	ALL sub criteria are met	Only <b>TWO (2)</b> sub criteria are met	Only <b>ONE (1)</b> sub-criteria is met	<b>NO</b> sub criteria is met	
<b>3. Combining Idea (Score: 5 marks)</b> <ul style="list-style-type: none"> <li>• Idea is combined in original and surprising way.</li> <li>• Idea proposed is logical and feasible.</li> <li>• Idea suggested is addressing the issue/ solving the problem.</li> </ul>	ALL sub criteria are met	Only <b>TWO (2)</b> sub criteria are met	Only <b>ONE (1)</b> sub-criteria is met	<b>NO</b> sub criteria is met	

<b>4. Communicating Something New (Score: 5 marks)</b> <ul style="list-style-type: none"> <li>• Idea created is interesting, new and helpful.</li> <li>• Idea is adding value to the current pool of solutions.</li> <li>• Idea propose can identify a previously unknown problem, issue or purpose.</li> </ul>	<b>ALL</b> sub criteria are met	Only <b>TWO (2)</b> sub criteria are met	Only <b>ONE (1)</b> sub-criteria is met	<b>NO</b> sub criteria is met	
<b>TOTAL MARK (OUT OF 20)</b>					



### Assessment Criteria: Business Plan

<b>CLO Assessed: 2</b>	<b>PLO Assessed: 7</b>	<b>MQF Cluster of LO: Entrepreneurial Skill</b>
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Criteria	Category				Mark
	Excellent	Good	Average	Poor	
<b>1. Executive Summary (Score: 10 marks)</b> <ul style="list-style-type: none"> <li>Brief overview of the document that highlights its main points.</li> <li>It must be <b>clear, concise</b> and end with a <b>call to action</b>.</li> </ul>	<b>ALL</b> sub criteria are met.  (8 – 10)	Only <b>TWO (2)</b> sub-criteria are met.  (6 – 7)	Only <b>ONE (1)</b> sub-criteria is met.  (4 – 5)	<b>NO</b> sub-criteria is met.  (0 – 3)	
<b>2. Business Description (Score: 5 marks)</b> <ul style="list-style-type: none"> <li>Company vision and mission</li> <li>Company background</li> <li>Nature of the business</li> </ul>	<b>ALL</b> sub criteria are met.  (5)	Only <b>TWO (2)</b> sub-criteria are met.  (4)	Only <b>ONE (1)</b> sub-criteria is met.  (2 – 3)	<b>NO</b> sub-criteria is met.  (0 – 1)	
<b>3. Market Analysis (Score: 20 marks)</b> <ul style="list-style-type: none"> <li>Industry analysis (Porter's 5 forces)</li> <li>Competitors analysis</li> <li>PEST &amp; SWOT analysis</li> </ul>	<b>ALL</b> sub criteria are met.  (16 - 20)	Only <b>TWO (2)</b> sub-criteria are met.  (13 – 15)	Only <b>ONE (1)</b> sub-criteria is met.  (8 – 12)	<b>NO</b> sub-criteria is met.  (0 – 7)	
<b>4. Marketing Plan (Score: 20 marks)</b> <ul style="list-style-type: none"> <li>Target Market</li> <li>Marketing mix (4P's)</li> <li>Evaluation of marketing</li> </ul>	<b>ALL</b> sub criteria are met.  (16 - 20)	Only <b>TWO (2)</b> sub-criteria are met.  (13 – 15)	Only <b>ONE (1)</b> sub-criteria is met.  (8 – 12)	<b>NO</b> sub-criteria is met.  (0 – 7)	
<b>5. Operational Plan (Score: 10 marks)</b> <ul style="list-style-type: none"> <li>Part 1: Legal and licensing requirements, management details, organizational structure and professional advisers</li> <li>Part 2: Insurance and security needs and critical risks and contingency plans.</li> <li>Part 3: Business premises and plant and equipment and needed and business processes.</li> </ul>	<b>ALL</b> sub criteria are met.  (8 - 10)	Only <b>TWO (2)</b> sub-criteria are met.  (6 – 7)	Only <b>ONE (1)</b> sub-criteria is met.  (4 – 5)	<b>NO</b> sub-criteria is met.  (0 – 3)	
<b>6. Financial Plan (Score: 20 marks)</b> <ul style="list-style-type: none"> <li>Projected start-up expenditure</li> <li>Projected profit/loss, balance sheet statements cash flow statement (3 years)</li> </ul>	<b>ALL</b> sub criteria are met.  (16 - 20)	Only <b>TWO (2)</b> sub-criteria are met.  (13 – 15)	Only <b>ONE (1)</b> sub-criteria is met.  (8 – 12)	<b>NO</b> sub-criteria is met.  (0 – 7)	
<b>7. Originality (Score: 10 marks)</b> <ul style="list-style-type: none"> <li>Citations and referencing</li> <li>Turnitin report</li> </ul>			Clear and proper citations and referencing with Turnitin report attached. (10)	Unclear and improper citations and referencing with Turnitin report attached. (0)	

8. Report Layout and Format (Score: 5 marks)	Professional format and structure. Logically arranged (5)	Clear and recognizable format with an adequate logical structure. (4)	Recognizable format and structure, although occasionally unclear. (2 – 3)	Little attempt to use the appropriate format or to structure content. (0 – 1)	
TOTAL MARK (OUT OF 100)					
TOTAL MARK (OUT OF 50)					

### Assessment Criteria: Idea Pitching

<b>CLO Assessed: 3</b>	<b>PLO Assessed: 4</b>	<b>MQF Cluster of LO: Communication Skill</b>
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Criteria (Total Mark: 60 marks)	Category			
	Excellent (Marks: 10 – 12)	Good (Marks: 7 – 9)	Average (Marks: 4 – 6)	Poor (Marks: 0 – 3)
<b>1. Content/ Structure (Score: 12 marks)</b> <ul style="list-style-type: none"> <li>• Presentation is well-structured and each section is well-connected with smooth transition.</li> <li>• Clearly defined pain point and well-formulated solution has been proposed.</li> <li>• All the materials presented are relevant and supported with clear explanation.</li> </ul>	ALL sub-criteria are met	Only <b>TWO (2)</b> sub criteria are met	Only <b>ONE (1)</b> sub criteria is met	<b>NO</b> sub-criteria is met
<b>2. Eloquent (Score: 12 marks)</b> <ul style="list-style-type: none"> <li>• Portray a good level of confidence by maintaining poised and composure.</li> <li>• Exhibit high level of enthusiasm and passion about the idea.</li> <li>• Strong closing (using powerful quote, asking rhetorical question, including a call to action etc)</li> </ul>	ALL sub-criteria are met	Only <b>TWO (2)</b> sub criteria are met	Only <b>ONE (1)</b> sub criteria is met	<b>NO</b> sub-criteria is met
<b>3. Delivery/ Audience Awareness (Score: 12 marks)</b> <ul style="list-style-type: none"> <li>• Fluent delivery of speech was demonstrated in variations of tone, appropriate speaking volume and managing pace effectively.</li> <li>• Proper posture and gestures exhibit a good level of confidence.</li> <li>• Maintaining regular/ constant eye contact to increase audiences' engagement.</li> </ul>	ALL sub-criteria are met	Only <b>TWO (2)</b> sub criteria are met	Only <b>ONE (1)</b> sub criteria is met	<b>NO</b> sub-criteria is met
<b>4. Media Used (Score: 12 marks)</b> <ul style="list-style-type: none"> <li>• Well-designed visual aid with clear, concise and relevant information being presented on each slide.</li> <li>• Visually appealing slides with balanced use of different elements.</li> <li>• Evident of creative effort in making the visual aid more captivating.</li> </ul>	ALL sub-criteria are met	Only <b>TWO (2)</b> sub criteria are met	Only <b>ONE (1)</b> sub criteria is met	<b>NO</b> sub-criteria is met
<b>5. Question and Answer (Score: 12 marks)</b> <ul style="list-style-type: none"> <li>• Listen to questions attentively.</li> <li>• Formulate the answer in a composed state.</li> <li>• Demonstrate a good level of mastery of the subject knowledge in the answer presented.</li> </ul>	ALL sub-criteria are met	Only <b>TWO (2)</b> sub criteria are met	Only <b>ONE (1)</b> sub criteria is met	<b>NO</b> sub-criteria is met

Criteria	Presenter Name			
	Ng Soon Kit	Lai Liang Chun	Benedict Tan Zhi Hang	Neoh Sze Tung
1. Content/ Structure (12 marks)				
2. Eloquent (12 marks)				
3. Delivery/ Audience Awareness (12 marks)				
4. Media Used (12 marks)				
5. Question and Answer (12 marks)				
TOTAL MARK (OUT OF 60)				
TOTAL MARK (OUT OF 30)				

**FEEDBACK:**

## **Table of contents**

<b>1.0 Contents</b>	<b>3</b>
1.1 Introduction of company	3
1.2 Vision	4
1.3 Mission	4
1.4 Goals and objectives	4
<b>2.0 Industry Analysis</b>	<b>5</b>
2.1 SWOT analysis	5
2.2 PEST Analysis	7
<b>3.0 Market Analysis</b>	<b>9</b>
3.1 Target Market	9
3.2 Customer's Needs and Wants	12
3.3 Competitor's analysis	13
<b>4.0 Marketing Plan</b>	<b>16</b>
4.1 Marketing Goals/Objectives	16
4.2 Marketing Mix	17
Product	17
Place	18
Pricing	18
Promotion	19
<b>5.0 Operational Plan</b>	<b>20</b>
5.1 Legal Structure	20
5.2 Statutory and Licensing Requirements	20
5.3 Management Team	21
5.4 Insurance and security	24
5.5 Mitigate of potentials problem and risks	24
5.6 Organization Chart	25
5.7 Business Premises	25
5.8 Plant and equipment needed	26
5.9 Business Process	27
<b>7.0 Financial Statement</b>	<b>28</b>
7.1 Startup-budget	28
7.2 Pro Forma Income Statement	30
7.3 Pro Forma Cash Flows Statement	33
7.4 Pro Forma Balance Sheet	36
<b>8.0 References</b>	<b>38</b>
<b>8.1 Appendices</b>	<b>40</b>

## **Executive Summary**

The "Makan Ape" application, which is the Smart AI Food Recommendation and Navigation Mobile Application, is designed to help people who are unsure of what to eat. In contemporary Malaysian culture, dining al fresco is highly common. This is especially true for people who are working or studying and do not have the time to cook their own meals, which would be inconvenient and time-consuming for them. Those who do not prepare their own meals will inevitably ask themselves numerous questions. People must make decisions based on what they can think of and proceed from there, while individuals who lack ideas may spend a considerable amount of time thinking of a place to eat. Thus, the team has proposed "Makan Ape," a smartphone application that will fix their dilemma by asking a series of questions about the user's taste preferences and guiding them to recommended cuisine.

First things first, the name of the company is FSIA. It is a sole proprietorship business. The establishment of the FSIA company was incorporated into this business strategy that we had developed. Following that, we did an analysis of the industry that the FSIA company operates in using a pest analysis. The marketing aspect of the FSIA company involved research and analysis, in addition to the marketing mix of the FSIA firm. In addition, one of the most essential aspects of the business plan is the operations, which comprise the business premises, the operational method that outlines how FSIA conducts the business on a daily basis, as well as the employees and equipment that are required by FSIA and used by it.

In addition, the management portion of FSIA consisted of the management team of FSIA, the organization chart, the legal structure of the company, and the board of directors comprised of FSIA workers. In addition to the worksheet, it is essential for this business plan to include a series of financial calculations. These calculations should address the following topics: start-up capital, financial assumptions, projected sales, loan schedule, labour cost, capital expenses, depreciation, annual fees, three years' worth of pro forma income statements, three years' worth of pro forma balance sheets, three years' worth of pro forma cash flow statements, ratio analysis, and break even analysis of FSIA.

In years 1, 2, and 3, we anticipate a net income of 1,353,870, 2,646,171, and 2,962,782 ringgit respectively for FSIA business. Then, the average total assets are 2,203,870 ringgit, 3,950,041 ringgit, and 3,952,241 ringgit respectively. It is anticipated that ROI will be 0.61 in 2023, 0.67 in 2024, and 0.75 in 2023. According to this ratio, it is displaying an upward tendency, which indicates that the FSIA company is better than it was in terms of efficiency in past years. This study is quite reliable and is supported by substantial amounts of real data obtained via various forms of research and surveying.

## 1.0 Contents

### 1.1 Introduction of company



Figure 1.0: Logo of FSIA Sdn Bhd Company

Food Service Improvement Alliance (FSIA) presents itself as a very liberal organization capable of bringing benefits to society with the main focus on the food sector. FSIA's logo uses yellow as the primary color to represent energy and success, as well as the team's ardent interest in providing high-quality applications. FSIA establishes itself as a Private Limited Company which provides efficient and fast-foraging services with its main product, the Makan "Ape" application. The company was founded by Ng Soon Kit on 1st August 2022 while the main headquarters is located in Penang, Malaysia. The company stresses flexibility by implementing a hybrid work model that offers its employees space and autonomy to work. The organization wishes to provide efficient and effective solutions across the globe to position itself in the market, and to promote societal development.

The main idea that drove the establishment of the organization was inspired by the experience of the society facing difficulties in finding food when they planned to have meals outside. In the current market, the problem "I know what I want to eat but I don't know where to go" has been pinpointed and has a solution to it, while there is still no solution to the problem which the organization desire to solve "I don't know what I want to eat and I don't know where to go". People have to make decisions based on what they can think of, and for those who lack ideas, it can be time-consuming and inefficient for them, especially when they could use the time spent elsewhere. The founders believe that the problem could be solved by developing an application that is able to provide food recommendations. Therefore, the founders decided to launch the Makan "Ape" application in the market.

Makan "Ape" allows users to expeditiously find a restaurant that best suits them. It will ask users a series of questions. Based on the answers provided, the application will analyze and recommend a food for the user as well as suggest a nearby restaurant that has the



recommended item. The questions in the application are simple and generic questions that can be answered in a matter of seconds. In addition, the application also has a sharing function, where users are able to share their experience on the platform. Other users that are interested are able to click on the post and navigate to the restaurant directly. By using this application, users are able to generate ideas on what food they should eat and how to go to the restaurant.

## **1.2 Vision**

FSIA's vision is to alleviate more consumers' daily dilemma of deciding what to eat throughout the globe and to establish a reliable platform for services that adhere to stringent criteria for the protection of personal information and physical safety.

## **1.3 Mission**

FSIA aims to build its products to be the best application in the market for food recommendations by providing accurate, varied and affordable options for the users to choose from. The company strives to develop the application with care and integrity to ensure smooth user experience.

## **1.4 Goals and objectives**

### **1. Expansion to new markets.**

The company should expand to new countries to drive market share increase. The company should expand the market to nearby countries such as Thailand and Singapore by 2025.

### **2. Improve customer retention or relationship**

The company should focus on giving constant engagement to retain customers, drive repeat usage and increase their lifetime value. Through effective marketing strategies so that the company can gain 4% of the market share in Malaysia by 2025.

## **2.0 Industry Analysis**

### **2.1 SWOT analysis**

#### **Strength**

One of the strengths of FSIA is its products begin with no charge associated while using the service. The Makan “Ape” application aims to help society in decision making on what they should be eating when having meals outside on a daily basis. FSIA ensures that its customers will enjoy the service in its entirety, as opposed to having to pay the fees in advance before they are allowed to do so. In addition, FSIA provides high flexibility to its customers. To enjoy an upgrade in service, FSIA offers affordable and cost-effective premium plans to its users. It provides customers with a more positive user experience while they are leveraging the service. Thus, due to economies of scale, as the customer base grows, the pricing for the premium service will also decrease. The low pricing will make it affordable for customers from any social classes, leading to extensive subscription of the service. Moreover, FSIA also offers sustainable business opportunities for restaurant owners with an affordable pricing. They can utilize the service to advertise their cuisine throughout the Makan “Ape” platform. Their exposure will increase as the customer base grows. The market size of FSIA will become very substantial with the joining of restaurant owners as it does not only offer a one-time benefit to them, but with persistence benefits.

The second strength that FSIA possesses is that it gives extremely high-quality services to its customers. The service that is provided to the customer will guarantee that it will either live up to or exceed the customer's expectations while maintaining its position as a market leader from an economic standpoint. The system guarantees that the availability time can reach 99.95 percent, meaning that the system could work without interruptions. The great user experience will be a significant contributor to a successful business operation, which can help the business to stand out from its competitors. The all-in-one flow process with a customer-tailored interface will be a differentiating point for the brand. It is able to bring in new clients, which ultimately leads to an increase in sales.

#### **Weakness**

The lack of brand awareness of FSIA is the organization's worst flaw. FSIA is a fresh company that just recently began providing services to customers on the market. As a result, there is a lack of marketplace and influencer to assist FSIA in advertising and raising brand

awareness. FSIA begins with the least popularity and does not have any background support to establish a firm foothold in this market; standing out, and allowing more customers to trust to and be exposed to its service. It is challenging to improve the trustworthiness and credibility of FSIA in securing customer's sensitive information, and as a result FSIA will lose its prospective market.

Besides, the company's profitability is highly dependent on the plans that the customers subscribe to. FSIA provides flexibility for users to choose whether they would like to subscribe to the premium plan. Hence, if the marketing strategy is not well developed, there might be a lack of customer flow. It implies that FSIA is required to consistently advertise the services and platform and locate new consumers in order to keep their profits and losses at the same levels. In addition, it is necessary to convince the restaurant to promote on the FSIA platform on a consistent basis in order to take advantage of the one-month advertising window that is provided to the restaurant for the sole purpose of advertising their food. Therefore, there is a need for time to find other restaurants that are willing to advertise through FSIA or to convince those restaurants to continue doing so. This is necessary in order to avoid a situation in which no one is willing to advertise their food, which could result in a loss of revenue necessary to maintain the services.

### **Opportunities**

The limited solutions in the current market provides an opening for FSIA. The current solutions provided by the competitors are not able to effectively solve the problem mentioned, but only to alleviate it. As the service is relatively unique and new to the market, FSIA with the Makan "Ape" application is in a position to take advantage of this chance to increase the amount of promotion and advertising it conducts. This will allow a greater number of people to form a more favorable opinion of the company's products and services as well as better positioning the brand in the minds of consumers. In addition, as the current market is still not yet crowded, FSIA is able to seize the opportunity to attract restaurants to select their service in advance.

The presence of a substantial number of customers constitutes the company's second opportunity. According to Berbari (2018), a wide variety of choices will cause the society to have selection difficulties, which further lead to frustration. FSIA takes this opportunity to

ease the decision making process of customers selecting for food, so they do not need to “overload” themselves. The unique features that FSIA provides open up a wide market in Malaysia. As an example, based on the information presented in research, Kuala Lumpur has a population of roughly 1.808 million, while Petaling Jaya has a population of around 520,698 (LLC 2022). Even if only 1% of the people living in Petaling Jaya use the Makan “Ape” service, the profits brought by 5,206 customers is already very substantial.

### **Threats**

The increasing competition will be one of the threats that Makan Ape must overcome in the future. When FSIA launches the services, the service will become well-known in the industry and the business will continue to grow in popularity. As a result, it is possible that other organizations will try to emulate the success of FSIA’s services by developing more innovative variations of their existing offerings and then introducing those variations onto the market. In light of this, the market for FSIA will be put in jeopardy since everyone will choose for the unique aspects of the services. Aside from that, the other firm might propose some other advanced function for which they would charge a tiny amount of fees. This would have a significant impact on FSIA and would undermine the market price to a significant degree.

## **2.2 PEST Analysis**

### **Political Forces**

The government of Malaysia has made a significant investment to address concerns regarding the protection of sensitive personal information concerning customers. The Personal Data Protection Act (PDPA) has been enforced by the government of Malaysia. This law forbids data users from collecting and processing a data subject's personal data without first obtaining the data subject's consent. The Act also makes it illegal for data users to disclose or make their data available to any third party without first obtaining the authorization of the individuals whose data is being shared. FSIA will fully comply with the Personal Data Protection Act.

Moreover, there are many facets of the policy that the Malaysian government implements have the potential to influence how commercial services are carried out. It is imperative that FSIA is aware of the modifications that have been made by the local government officials,

since these could result in a huge decrease in sales. The country of Malaysia is home to unexpected and unmanageable political forces. As a result, FSIA will need to be quick enough to alter this aspect of the situation due to the political system (Kimberlee Leonard 2018). FSIA needs to be aware of various aspects such as the tax policy, data protection legislation, and consumer protection.

### **Economic Forces**

In regard to the economic aspect of FSIA, the Central Bank of Malaysia has stated that the overnight policy rate (OPR) will remain unchanged at a record low of 1.75 percent in 2022. This is being done in order to promote the economic recovery (Trading Economics 2022). This indicates that FSIA is able to submit loan applications to banks offering competitive interest rates. According to Bank Negara Malaysia's projections, the growth of the Malaysian economy, as measured by gross domestic product (GDP), is expected to fall somewhere between 6% and 7.5 percent in the year 2021(Wong 2021). The fact that Malaysia's GDP has gone from being negative to positive in recent years is evidence that the country's economy is on the path to recovery. In 2019, the median income in Malaysia was RM5,873, while the mean income was RM7,901. In addition, there was a 4.2 percent increase in the median income in 2019 (Department of Statistics Malaysia Official Portal 2021). In conclusion, the monthly income of Malaysian citizens is progressively increasing, which means that their purchasing power and real income may also increase in the future. It is possible to conclude that an increase in people's real earnings will lead to a rise in the general price level of goods.

### **Social Forces**

Consumers no longer only focus their purchase choices on product quality and pricing. Consumers have shown a high preference for firms that are environmentally and socially conscious. 55% of respondents are prepared to pay extra for services from firms that have a "good social and environmental influence," according to the poll (Gonnet 2021). The rise of social media has contributed to a heightened interest in the social aspects of the topic. According to the estimates, there are 32.7 million people living in Malaysia, thus FSIA focuses its attention on the society issues of the country as a whole (DEPARTMENT 2022). The target demographic for FSIA spans both genders and the age range of 17 years old and above. FSIA is committed to serving customers from all income brackets in Malaysia, categorizing them as B40, M40, and T20, and does so by providing free services and

charging the lowest possible price for additional functions. With the wide use of social media from the target group, FSIA will broadcast the most recent information or fresh news on social media platforms like Facebook, Instagram, and Twitter as a way for customers to be in the know about what is currently popular and remain relevant in order to attract new customers.

### **Technological Forces**

In terms of the technological aspect, FSIA had invested a significant amount of capital into research and development in order to discover the most recent technology, which consisted of AI-advanced technology as well as a thousand codes of the algorithm, in order to produce the results based on the customer preferences. In addition, FSIA utilized the intent innovation method, which is characterized by the emergence of a new purpose that can be accomplished by the utilization of either unmodified or new means. The requirements or desires of the consumers already present in the market frequently serve as the impetus for new services developments with enhanced security to prevent cyber attacks. Moreover, FSIA has made its services available to its consumers via disruptive technology such as mobile platforms in order to maximize the user's level of comfort.

## **3.0 Market Analysis**

### **3.1 Target Market**

#### **Market Segmentation**

##### **Geographic Factor**

Due to the team's inherent advantages – where they are Malaysians, who have a thorough understanding of their country – Malaysia has been chosen as the base of distribution. The branding and distribution of the proposed system will go global in the future but will currently begin in the local area, which is in Malaysia. The targeted market will be in the whole Malaysia, regardless of states, regions or cities.

##### **Demographics Factor**

The proposed system will target the consumers from age of seventeen and above, especially for college or university and those who are busy working regardless of their gender, income, race and ethnicity. At the same time, the proposed system also aims for restaurant owners

who work in the foods and beverage area. The group is selected due to its behavioral factor and psychographic factor which will be discussed in the later section.

### **Behavioral factor**

The target of the proposed system will be on the consumers who would like to benefit from reducing the time taken for thinking and finding food as well as who would be frequently having meals outside. Due to people often having a meal outside, the issue would repeatedly happen again and again. This causes the usage rate of the user to be very high and thus helping in the development of brand loyalty.

### **Psychographic factor**

The consumers in this segment are targeted due to their busy lifestyle and their priorities for quality of life and careers. Nowadays, people are very busy with their life due to work and study. Based on Statista, it shows that the average weekly work hours in Malaysia is 43.2 hours (Statista 2020). This indirectly indicates that people who are working might not have sufficient time and effort to prepare a meal themselves. The busy lifestyle leads them to constantly having meals outside as they would like to save time for a meal. It shows that they are one of the potential users of the proposed system.

### **Target Market Segment**

The target market of the proposed system will be the college or university students and business owner, who are teenagers, adults or elders which the age range falls on 17 years old or older and is a Malaysian. The main reason of the selected segment to be the target market is because of their busy lifestyle and the benefits which they desire to received. The proposed system is able to efficiently and effectively solve the issues in the current society. They will be the very high potential customer which will be gravitating towards FSIA service. According to DOSM (2022), there are approximately 32.7 million people in Malaysia. Assuming that 20% of the population meets the target characteristics, the market size will be approximately 6,540,000, which is already considered as a very substantial market. The summary of the target market is given in Figure 2.0.

<b>Bases of Market Segmentation/Target Users</b>		<b>College or University Students</b>	<b>Adults and Elders</b>	<b>Business Owner</b>
<b>Demographic</b>	Age	17 – 24 years old	> 24 years old	All
	Gender	All	All	All
	Social Class	All	All	All
	Occupation	Pre-University, Undergraduate and Postgraduate	Blue and white collar, unoccupied	Works in Food and Beverage industry sector
	Marital Status	Single or married	Single or married	Single or married
	Nationality	Malaysian	Malaysian	Malaysian
	Ethnicity	All	All	All
<b>Geographic</b>	Country	Malaysia	Malaysia	Malaysia
<b>Psychographic</b>	Motivations	Save time for finding food	Save time for finding food	Increase customer flows
	Priorities	Quality of Life	Quality of Life	Career
	Lifestyle	Casual or Busy	Busy	Busy
<b>Behavioral</b>	Benefits Sought	Reduce time taken for thinking and finding food	Reduce time taken for thinking and finding food	Increased in income
	Technology Proficiency	Smartphone, Internet, Computer	Smartphone, Internet, Computer	Smartphone, Internet, Computer

Figure 2.0: Logo of FSIA Sdn Bhd Company

### **Positioning**

FSIA has come out with a proper market positioning strategy to establish and stabilize its position in the huge market. FSIA aims to provide multifunctional and innovative services for its customers. On that account, FSIA has successfully distinguished its service from others by providing a higher quality service which can effectively solve the problem mentioned. The Makan “Ape” application offers an easy-to-use service which the consumers are able to adopt quickly. Unlike other competitors, its unique functionality, which will recommend users the



food that they would like to eat currently after asking the consumer a series of questions, is somewhat new in the market. The algorithm behind the system will effectively assist the consumers in decision making, and the food recommended will be best fit for them as it is based on their preferences. Thus, it will also suggest a list of nearby restaurants that have the recommended item. The feature would bring up a trend and the competitors will not be able to react quickly enough to anticipate another positioning strategy.

FSIA has created an opportunity to enter the market. The team came up with the tagline “Food for Thoughts” as it is a good fit. The tagline carries other meaning than its original meaning “something that warrants serious consideration”. The tagline can be interpreted plainly from its wordings, where “food” means the items that are present in the application, and “thoughts” means to think. With that, the tagline translates into food that you can think of as your meal option, which is the main function of the application. Besides, the tagline still carries partial of its original meaning, making the tagline a smart wordplay. With the tagline, the proposed system will be the first to come into the mind of consumers when the society mentions food recommendation and navigation.

### **3.2 Customer’s Needs and Wants**

According to the market survey conducted by the team, a total of 76 respondents which consist of 70 males and 6 females have volunteered to answer the questionnaire. From the questionnaire, it can be seen that the volunteers are mostly working and studying. They cite that they prefer to have meals outside because of a variety of reasons. These include reasons such as the time it takes for them to prepare their own meals, the fact that they may not be permitted to cook because they live in a hostel or dormitory that does not allow cooking, and the convenience of doing so. The results show that they have limited time and it costs a lot of effort for meal preparation as they are busy with their work and studies. They also often have difficulties in thinking of what to eat when they plan to have a meal outside. The current market solution is not able to fulfill their requirement.

To fulfill the needs which the consumers stated above, they would want an effective solution to the issue. In the questionnaire, they stated that they often search for food recommendations through Google, social media applications like Facebook and food delivery applications like GrabFood. However, all of those do not really provide a uniform method to solve the

problem. The customer expresses that they would like a platform for them which consists of functions such as food recommendation and navigation all in one go. They want a convenience, efficient, reliable, and a user-friendly experience and service.

### **3.3 Competitor's analysis**

Close competitors which have similar functions to the proposed system can be divided into three categories. These include social media sharing platforms, search engines and food delivery applications. A representative from each category is chosen to compare and analyze their strengths and weaknesses in various factors to aid the development of the proposed system. Facebook from the social media sharing platform categories, Google from search engines categories and GrabFood from the food delivery applications categories were chosen to be studied.

#### **Facebook**

One of the competitors of the proposed system is Facebook in the social media sharing platform category. Nowadays, social media have already become an integral part of life. People use social media to communicate and share their lives online. This leads to the extensive sharing of foods and beverages or restaurants over the Internet using social media. Facebook has become a platform not only to connect people together but also for business owners to advertise and customers to find restaurants to dine in.

#### **Google**

Another competitor of the proposed system is Google in the search engine category. Google is a search engine which returns data and information based on what users type into the search box. The two most important aspects of food recommendation are searching and navigating. These features are available through Google. It is not an exaggeration to say that people now frequently use Google to search for nearby food as it can provide recommendations of restaurants that are in close proximity to the customer.

#### **GrabFood**

Aside from using social media sharing platforms and search engines to find food recommendations, searching from a food delivery application is also a common action for customers. As food delivery applications provide detailed categories and information about

where the restaurant is located and what menu they provide, customers often utilize the application. However, as there are a lot of food delivery applications on the market, not every business will register themselves in every application. As a result, this causes the food delivery application to have a wide customer base but limited at the same time.

### **Strength and Weakness**

<b>Aspects</b>	<b>Facebook</b>	<b>Google</b>	<b>GrabFood</b>
<b>Food recommendation features</b>	<ul style="list-style-type: none"> <li>- Heavily rely on sharing of user</li> <li>- May not be very fit to user's wants</li> </ul>	<ul style="list-style-type: none"> <li>- Users can search by custom keywords</li> <li>- very few filter options provided</li> </ul>	<ul style="list-style-type: none"> <li>- Can be filtered by custom selection</li> <li>- Includes menu which the user can check through</li> </ul>
<b>Proximity Location (Nearby restaurant's results will be displayed first)</b>	Yes, the results will be location-based but may not be very accurate.	Yes, the results will be location-based.	Yes, the results will be location-based.
<b>Reliability</b>	Not fully reliable, the business may be closed but still being listed.	Not fully reliable, the business may be closed but still being listed.	Not all business is registered in the application. However, those who are operating are surely still in operation.
<b>Easiness of access</b>	Easy to access due to platform-independent and device-independent	Easy to access due to platform-independent and device-independent	Can be easily accessed through mobile and some food delivery

			applications support web-based.
<b>Area of focus</b>	Large area of focus, food sharing is only a small part of the service	Large area of focus, food recommendation is only a small part of the service	Focus on food delivery or food pick-up
<b>Navigation</b>	May be integrated with navigation application or just providing an address of the location	Integrated with Google Maps	Very limited information, usually will just display the general area but not exact address

### **Company Analysis Grid**

<b>Competitive Factors</b>	<b>FSIA</b>	<b>Facebook</b>	<b>Google</b>	<b>GrabFood</b>
Product Features (best fit for the problem)	1	3	2	4
Customer Engagement	1	3	2	4
Brand Influence	4	1	2	3
Accessibility	3	2	1	4
Opportunities for different types of users	1	3	4	2
<b>Total Ranking Value</b>	10	12	11	17
<b>Overall Ranking</b>	1	3	2	4

Remarks:

- (1) Lower ranking value indicates higher value of competitive factors while higher ranking value indicates lower value of competitive factors:

Ranking value: 1 – Best  
2 – Very Good  
3 – Good  
4 – Fairly Good

- (2) Total ranking value is obtained by sum up the ranking value.

- (3) For overall ranking, lower ranking value indicates higher competitive advantages while higher ranking value indicates lower competitive advantages.

In the context of product features, FSIA ranks first among other competitors due to its area of focus. As mentioned, the proposed system wants to solve the problem “I don’t know what I want to eat and I don’t know where to go” instead of “I know what I want to eat but I don’t know where to go”. Makan Ape is designed to directly tackle the problems while other competitors are able to provide a close solution but do not effectively solve it. With the unique product features of Makan “Ape” which are rarely seen on the market, the customer engagement will also be relatively high. Although the brand influence will be low since the business is new in the market, the opportunities for different types of users provided by FSIA are able to attract the consumers. It does not only allow regular users to use the system to search for food recommendations, but it also provides business opportunities for business owners. Moreover, even though Makan “Ape” can only be accessible through mobile applications, it can still compete with other direct and indirect competitors as almost everyone in the society has a smartphone. As a result, it is not an exaggeration that FSIA has ranked first in the overall ranking between the competitors. FSIA as a new business in the market would definitely gain competitive advantages against its competitors.

## **4.0 Marketing Plan**

### **4.1 Marketing Goals/Objectives**

In order to create a successful business, one must set expectations for the business to achieve. A marketing goal that the business organization can work towards to provide motivation for the employees to work harder. However, the marketing objective must be reasonable to avoid it from dissuading the employees if the marketing goal seems impossible. Hence, there are couple goals that the team wishes to achieve that are listed down below:

#### **Goals/Objectives:**

1. To achieve a total of 300,000 downloads on the published platforms iOS and Android.
2. To recoup 100% of development cost within 2 years of launch.
3. To achieve 3% market share by the end of 1<sup>st</sup> year of operation.
4. To achieve 3% market penetration within the first year of operation.

The first marketing goal is to achieve a total 300,000 downloads on both Google Play Store and App Store. The point of this goal is to encourage the employees to improve its reach within Malaysia in order to capture larger market share. Although download count is by no

means an accurate metric to measure the reach of the application, it still provides a rough estimate on the number of users.

Next, the team aims to recoup the development cost of the application within 2 years after launch. The development team is built from a few very passionate people that took money out of their own pockets to create the application. It is financially risky for them to not get return from their investments. Hence, the application needs to do well in order to turn a profit for the developers.

In addition, the application aims to achieve 3% of market share by the end of the first year of operation. Within the ferocious competition among applications in the Malaysian market, having 3% of the market share proves that the application is relatively successful and is feasible to continue its support. This can be illustrated through a comparison, for example, as of August 2022, the market share of Apple in the mobile vendor industry is at 27.17% in Malaysia (GlobalStats 2022). Keep in mind that Apple is a widely adopted brand by the people of Malaysia, hence it having 27.17% which equates into roughly  $\frac{1}{4}$  of the mobile market should not come as a surprise, whereas “Makan Ape” is a start-up business, hence 3% is a considerable amount of market share to earn within a year.

In 2021, Malaysia is expected to have around 30.0 million people (Department of Statistics Malaysia 2021). Among the people, 44% of them are young adults with the range of age from 20 to 44 which translates into 13.2 million people. 3% market penetration means that the team aims to get around 300,000 people to use the application. This is to fulfill the purpose of further encouraging the target audience to discover and utilize the application.

## **4.2 Marketing Mix**

### **Product**

The Makan “Ape” application aims to solve the current issue that is faced by everyone in Malaysian society. Malaysia is a culturally rich country, which naturally produces a lot of culturally different cuisines and delicacies for the people to choose from. The introduction of Makan Ape will be able to help its users make decisions on their meals. The most important feature of the application is its ability to provide suggestions for the users after obtaining answers from several questions asked to the users.

Makan “Ape” can be described as a one of a kind of application, where it is unique enough to stand out among mountains of shovel wares. This is due to the fact that it has a feature that has never been seen before, where instead of applications like FoodPanda and GrabFood, people do not order their food through the application, instead they answer questions and get suggestions from the application for their meals. Besides food suggestions, the application also provides ideas for the users to dine in which restaurant for the recommended food.

### **Place**

Makan “Ape” is planned to launch on both iOS App Store and Android Google Play Store as those two contain the largest market share of the targeted audience. Thus, the application adopts the approach of selling through intermediaries, where the stores will be the distributing platforms for the application. Although there are cuts that will be incurred for every in-application purchase, the development team believe that it is still financially feasible and profitable for the company to publish the application on the platforms due to several factors. First of all, Android and iOS are essentially a duopoly in the current mobile market in Malaysia, meaning that the majority of the targeted audience have access to the stores. It is more accessible for the users to download the application from the stores that are integrated with their mobile phones. Besides, advertisements put on the stores will be noticed by the users easily compared to self-distribution. The opportunity provided will help in driving traffic to the application resulting in increase of usage.

### **Pricing**

Makan “Ape” will be available on the platforms for free with additional optional in-app purchases. As a start-up, it is important to capture the initial wave of users by attracting them with multiple methods. One of the methods to acquire customers to try out the application is to release the product for free. As for the optional payments, Makan “Ape” adopts the market penetration pricing approach, where the charges are set at a low price in order to attract more premium users. The adopted strategy will help the development team to compete with other similar products and maintain the quality of the application

### **Users - Regular Customers**

Free users are able to use the application normally and generate revenue for the company through Google AdMob advertisements etcetera while paid or premium users are able to

enjoy an ad-free experience. Users that want to upgrade their account to premium status can pay a small fee in order to revolutionize their user experience while using the application.

### **Users - Restaurants**

Free owners of restaurants will still be able to be discovered on the application normally. Owners that wish to advertise their restaurants better on the platform can pay a small amount of fee to advertise their brands to the regular customers. The fees charged will be based on the popularity of the restaurant, where its search frequency will be evaluated by the team behind the application.

### **Promotion**

Electronic tools will be used by the team behind Makan Ape to promote the application on multiple platforms. By utilizing Google Ads, Makan “Ape” will be promoted all around the internet whether it is through video format or image format. It increases the reach of the application as observed from the wide usage of video streaming platforms such as YouTube. Makan Ape’s ads will be advertised before the start of a video, capturing the attention of the people.

Besides Google Ads, the development team will also advertise the application on social media platforms such as Facebook, Instagram and Twitter. The functionality of the application will be promoted on social media to attract potential users. Besides, social media also creates opportunities for direct social interactions with its users. This improves the user experience of the application, in turn brings the application more users as the reputation of the application will be spread through word of mouth.

In addition, promotions are also held in order to encourage customers to upgrade to be a premium user. Early bird promotions are offered to new customers for the first month of launch, whereby early users are able to enjoy a 10% discount for their purchases. Users that subscribe to the premium service in bulk will receive discounts on their subscription fees as well. Lastly, users that are skeptical of the application’s premium offering can also opt to experience a free trial period of premium status for 15 days, giving them a better insight to make an informed decision on purchases.



## **5.0 Operational Plan**

### **5.1 Legal Structure**

FSIA is established as a private limited company (Sdn Bhd). The organization is formed by Ng Soon Kit, and the number of members in the company has always been below 20. Individuals or corporate entities are issued shares of this sort of business. The registration as a private limited company is inexpensive. FSIA benefits with the owner's personal money is safeguarded, the transferable ownership of the company helps to its ongoing existence. The share capital is used for capital contribution. When paid up capital is less than MYR 2.5 million, FSIA is taxed at the corporate tax rate as follows: On first MYR 600k – 17%, Subsequent balance – 24%. If the paid-up capital exceeds MYR 2.5 million, a flat rate of 24% will apply.

The Company Act of 2016 has made it easier for FSIA to comply with yearly regulations by allowing delay filing audited reports until meeting certain requirements. FSIA is easier to obtain a company bank account and more exposure to different types of loan packages. Additional tax breaks provided by the Inland Revenue Board (IRBM) include pioneer status, investment tax deduction, SME Digitization Grant Scheme as well as the Automation Grant. Investor confidence in the Company will rise as a result of the perception that a private limited company (Sdn. Bhd.) is a more competent and respectable entity.

### **5.2 Statutory and Licensing Requirements**

#### **Business License**

A business license or business premises permit is a permit granted by a government body allowing an individual or organization to operate a business within the government's territorial control. In Malaysia, opening a business requires a business license. Licenses, registrations, permissions, and approvals are all included. The Company Secretary must be licensed by the Suruhanjaya Syarikat Malaysia, SSM (3E Accounting Malaysia 2022). Once the application is successful, FSIA can commence operations.

#### **Premise and Signboard license**

In order to display a signboard on FSIA's premises, it is necessary to obtain a signboard license. A signboard license is a document that authorizes a person or business to legally place a sign in front of their establishment. It serves as proof that the signboard was installed

with authority and not just randomly. After registration successfully, FSIA can place the company logo on the premises.

### **HRDF license**

In order to support the establishment and management of funds by businesses, the training and development of employees, apprentices, and trainees, as well as other relevant issues, the PSMB Act of 2001 establishes the imposition and collection of a Human Resources Development Levy. Key industries in Malaysia receive training and skill-upgrading interventions to keep up with the fast-developing business environment and the goals of their respective organizations. Employers must register with HRDF if they have ten or more Malaysian employees. According to Section 13(2), any employer who neglects to register with the PSMB is subject to a fine of not more than RM10,000, a sentence of not more than one year in prison, or both (3E Accounting Malaysia 2021).

### **Company tax registration**

The person running and managing FSIA is responsible for registering the company's tax file (Yau 2020). The tax file registration can be registered through the Lembaga Hasil Dalam Negeri Malaysia.

## **5.3 Management Team**

<b>Name</b>	<b>Qualifications</b>	<b>Position</b>	<b>Salary (RM)</b>	<b>Role and Responsibility</b>
Ng Soon Kit	Master's in business administration (Taylor's University)	Operation Director	5,000	A director of operations is a professional who is in charge of numerous departments while managing the day-to-day operations of an organization. They are in charge of giving orders to managers so that they can, when needed, increase productivity and cut expenses across the entire firm.
Benedict Tan	Bachelor of	IT Manager	3,500	Coordination, planning, and

Zhi Hang	Information Technology in software system development (Tunku Abdul Rahman University College)			leadership of computer-related operations within a company are under the purview of IT managers. They play a role in identifying an organization's IT requirements and are in charge of putting in place the computer systems needed to meet those requirements.
Lim Wen Hui	Bachelor of Information Technology in software system development (Tunku Abdul Rahman University College)	IT Coordinator	3,000	They are primarily responsible for administering server applications, cloud services, and portable devices, as well as recovering lost data and writing documentation for software installation procedures. Establishing guidelines for the usage of IT in various projects and divisions. Offering guidance on the best IT options.
Lai Liang Chun	Bachelor of Human Resources (Tunku Abdul Rahman University College)	HR Director	3,500	The responsibilities of HR directors include managing budgets, assessing staffing needs, hiring personnel, creating training programmes, and creating compensation plans.
Ooi Feng Xun	Diploma in Human Resources (Segi college)	HR specialist	3,000	They provide compensation and benefit packages, establish business regulations, keep up-to-date employee data, and provide HR procedures to guarantee a safe working environment. Putting together and evaluating pay and benefits packages. Managing life and health insurance programmes.

Neoh Sze Tung	Bachelor's in International Business (Tunku Abdul Rahman University College)	Commercial Manager	3,500	A company's commercial manager is in charge of managing its efforts to expand its business. To find new business prospects and client leads, they do market research. They also work with the corporate leadership to conduct risk assessments and keep good connections with customers, suppliers, and other business partners.
Tan Ping Hui	Diploma in International Business (Tunku Abdul Rahman University College)	Business Assistant	2,500	Basic bookkeeping, ordering supplies, arranging for the use of the office space, proofreading documents, and making photocopies are all tasks performed as part of a business assistant's job description.
Tan Shu Feng	Bachelor of Accounting & Financing (Taylor's University)	Accountant	2,500	Ensuring that financial records are accurate and that they comply with all applicable laws and regulations. Assessing financial processes to make recommendations for best practices, spot problems and devise remedies, and aid organizations in functioning effectively. Providing advice on maximizing profit, increasing revenue, and reducing costs.
Jess Ong, Lee Mei Mei	Bachelor In Public Relations	Customer Service Representative	2,200	Customer service employees take orders, process returns, assist clients with complaints and enquiries, and provide information about goods and services. They are sometimes viewed as having a part in sales because they assist customers in understanding the goods and respond to inquiries regarding their reservations.

Ang Jing Wen	SPM Certificate	Front Desk Representative	2,200	A professional who serves as a company's first point of contact with all clients is known as a front desk representative. They welcome clients, take calls, deliver mail, receive it, and help maintain and obtain office supplies.
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#### 5.4 Insurance and security

FSIA has subscribed to several insurance policies to protect companies which include commercial property and equipment. Insurance policies act as a safeguards of the business's tangible assets which include its building, machinery, supplies, inventory, tools, furnishings, and personal property. In addition, it also provides coverage for damage from fire, theft, and loss. Apart from that, Business renters insurance will cover catastrophes that occur inside rented space such as fires, floods, accidents, and damage to buildings or property resulting from natural disasters. Besides that, in order to protect executives and employees, FSIA requires workers' compensation insurance. If an employee catches a sickness or is harmed on the job, medical expenses and a portion of lost pay may be covered. Therefore, employees who obtain workers' compensation payments for a sickness or injury renounce their right to sue their employer. FSIA requires a combination of disaster insurance such as business interruption insurance, comprehensive crime insurance and cyber insurance to protect the business. In the event of a disaster such as a fire, flood, theft, building collapse, or civil unrest, business interruption insurance will help cover lost income or operating expenses, such as mortgage or rent, loan payments, taxes, and payroll. Company is covered by crime insurance in the event of financial loss brought on by criminal conduct such as theft of client property, employee dishonesty, forgery, and payments transfer fraud. Cyber insurance can include data breach insurance and cyber liability insurance to guard against financial losses brought on by online threats like viruses, ransomware, and data breaches (Schooley 2022).

#### 5.5 Mitigate of potentials problem and risks

FSIA will construct fire safety systems to reduce this threat and avoid fire mishaps. For example, the office will have a fire safety system that includes fire extinguishers and fire

alarms. The second potential issue is employee turnover. The top management should be kept on staff by showing appreciation for their efforts by providing alluring benefits and paying them competitive wages for the positions they hold. The benefits can be health care, holidays and paid time off. In addition, it could be an inability to meet customer requirements. Companies can collect consumer feedback through a variety of means, including questionnaires, interviews, and surveys. They can also take client comments into consideration when making changes to their products or services (Indeed Editorial Team 2019).

## 5.6 Organization Chart

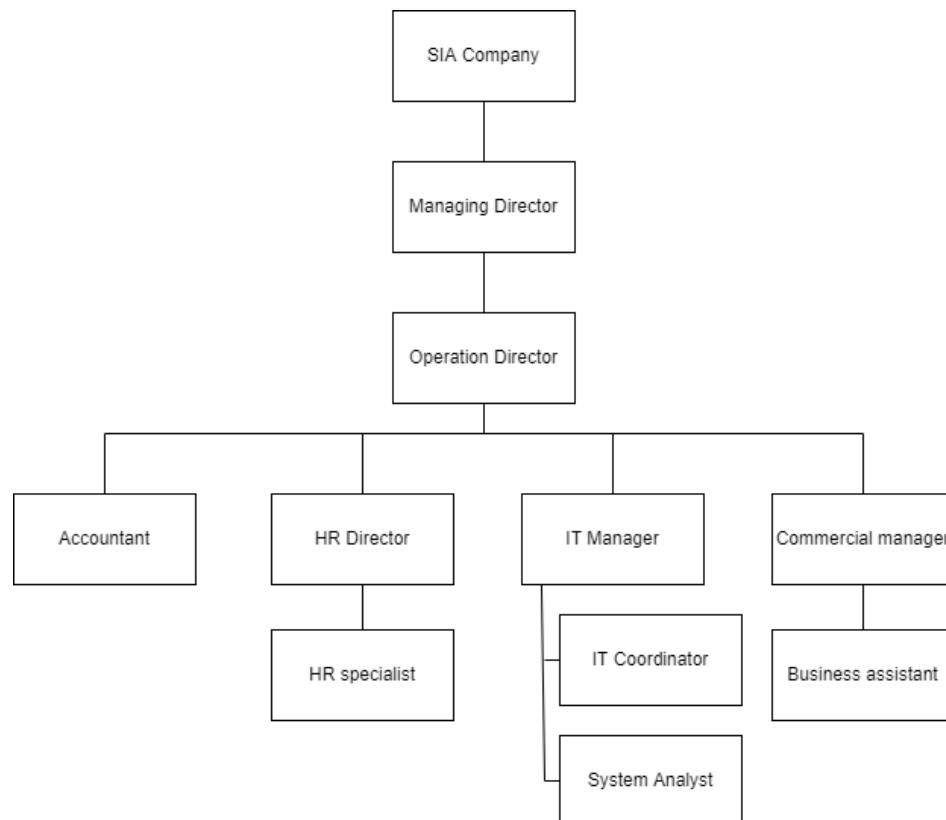


Figure 3.0: Organization Chart

## 5.7 Business Premises

The business address of FSIA physical store is located at 1st Avenue which is at 182, Jalan Magazine, 10300 George Town, Pulau Pinang. The shop lot is as big as 2200 square feet with a renting fee of RM4500 per month.



Figure 4.0: Location of business premises

There are a lot of advantages of that business address which is convenient to the consumer to get into the FSIA shop. The first advantage is that the location is easily accessible to the KOMTAR Bus Terminal Penang, which is easily and efficiently accessible to all by bus. Another advantage is that 1st Avenue is connected to other shopping centers nearby such as Prangin Mall and Komtar. Besides that, 1st Avenue has a range of retailers in many categories, including fashion, dining, health and beauty, entertainment, children's area and more, all of which are perfect additions to all office space tenants. As it can see from the above features, the location will have a lot of foot traffic, which means a lot of potential customers, which will also help FSIA to better promote its new shop due to the fact that FSIA is an unknown and young company, it required a high-traffic location to boost its visibility. Therefore, mall-goers are more interested in learning about FSIA's products and services. In addition, there are numerous eateries both within and beyond the 1st Avenue neighborhood, making it very simple and quick to locate and sign contracts with businesses. Therefore, 1st Avenue is the optimal place for FSIA to conduct business.

## 5.8 Plant and equipment needed

All the office equipment and furniture total is **RM68,185**. The quantity and price of the equipment are shown in the table below.

Table 1.0: Equipments

Type of Equipment	Quantity of equipment	Price (RM) per unit
Office Desks	10	110
Office Chairs	10	80
Office Counter	1	200
Ceiling Air Conditioners	4	2,800
CCTV Cameras	5	350
Filing Cabinets	2	100
Water Dispensers	2	150
Smart Boards	1	3,600
Computers	6	3,000
Laptops	6	2,700
Office Printers	2	300
Cell Phone	1	2,500
Apple Ipads	4	2,500
Projector	1	300
Wifi router	2	200
Smoke Alarm	5	40
Security Alarm	1	235
ABC Dry Powder Fire Extinguisher	2	300
<b>Total</b>	<b>66</b>	<b>68,185</b>

## 5.9 Business Process

FSIA will operate its physical shops from 11am to 10pm daily, while the online business will provide the 24/7 hours with customer service staff online between 8am and 10pm to respond to consumer messages and serve customers.

Before entering the office each morning, FSIA requires the employees to be screened with a test kit and have their body temperature measured. This is one of the company's first and most significant procedures. Prior to opening the store, the FSIA does routine cleaning and disinfection. The manager then briefs the team daily and separates them into two groups, the internet business and the physical store as FSIA operates both operations. Once all preparations are complete, FSIA will open the actual store.



The Front Desk Representative is responsible for greeting guests. They will be responsible for reacting to and receiving client feedback. If the restaurant owner desires to advertise their cuisine through the Makan "Ape" application, the contract will be discussed with the restaurant owner. As soon as both parties reach an agreement and sign the contract, the client will pay electronically to the FSIA bank account. The payment will subsequently be recorded in the general ledger by the FSIA accountant. Customer Service Representatives receive comments from online customers and answer to all inquiries regarding the company and the "Makan Ape" application. Customer Service Representatives also communicated with the IT manager on issues with the application. The IT department will be responsible for all application development. They will receive comments and modify and update the application accordingly. They will also oversee the application's operation to ensure that security requirements for confidentiality, availability, and integrity are met.

Last but not least, the Commercial manager or business assistant will seek out restaurants to collaborate with and convince them to join FSIA application, as well as design new initiatives for the firm to enhance its performance. They will locate advertisers to assist in promoting their application on social media in order to boost the number of users. By subscribing to the premium plan of their application each month, the organization will be able to gain additional revenue and enhance their performance.

## **7.0 Financial Statement**

### **7.1 Startup-budget**

FSIA will need a total of RM498,304 to launch its own business. FSIA funding sources are founder contributions and bank loans. The RM250,000 paid in capital will be contributed by the RM62,500 contributed by each of the four founders. Then, RM248,304 will be borrowed from a bank loan with a 5-year term and annual interest rate of 24%. This money will be utilized in its whole, as it is similar to FSIA initial expenditures. In FSIA startup budget, we have allocated RM195,204 for capital expenditures, RM10,500 for deposits and prepayments, RM13,900 for pre-operational charges, and RM278,700 for working capital for six months. The sum total is RM498,304.

Item	Cost (RM)
Renovation	120,000
Recreation Room	7,019
Hardware	51,600
Furniture & Fittings	15,250
<i>Miscellaneous fixed assets:</i>	
9kg ABC dry powder fire extinguisher	600
Smoke alarm	200
Water Dispenser	300
Security alarm	235
<b>Total Capital Expenses:</b>	<b>195,204</b>
<b>Deposit &amp; Prepayments:</b>	
Rental deposit (2 months)	9,000
Utilities deposit	1,500
<b>Total deposits &amp; prepayments</b>	<b>10,500</b>
<b>Pre-operating expenses:</b>	
Pre-project meeting	300
Location selection	200
Finding supplier	200
Securing funding for the project	200
Market survey	500
Register business and obtain license	3,000
Recruitment	500
Staff training	2,000
Pre-launch	7,000
<b>Total pre-operating expenses</b>	<b>13,900</b>
<b>Working capital</b>	<b>278,700</b>
<b>TOTAL INVESTMENT:</b>	<b>498,304</b>
Paid-in capital	250,000
Bank loan	248,304
<b>TOTAL FINANCING</b>	<b>498,304</b>

Figure 5.0: FSIA's start-up-budget

### Financial Assumptions

	Fixed Assumption	RM
1	Annual license-business & signboard	900
2	Annual accounting, audit, legal & secretarial fees	4,200
3	Annual insurance-fire,burglary,product liability	14,400
4	Annual directors' remuneration	12,000
5	Monthly utilities- water, eletric, internet, telephone	1,850
6	Monthly utilities-increase 2 % in Year 3	1,887
7	Monthly rental	4,500
8	Monthly staff salaries-Year1 & 2	40,100
9	Monthly staff salaries-Year 3 (increased by 2%)	40,902
10	Monthly EPF & SOCSO@ approx. 13% of wages (Y1 & Y2)	5,505
11	Monthly EPF & SOCSO@approx. 13% of wages (Y3) (increased by 2%)	5,615
12	Monthly equipment repairs & maintenance	1,000
14	Quarterly Advertising & Promotion	2,500
15	Corporate Tax Rate % (paid in the month or quarter it becomes payable)	<b>**24%</b>
16	Loan Tenure	5 years
17	Loan interest	6%

Figure 6.0: FSIA's financial assumptions

**\*Capital Expenses referring to Appendix 1.**

## 7.2 Pro Forma Income Statement

At the top of Statement, RM3,602,385 represents the entire amount of money FSIA company estimates to have earned from service sales. The Cost of Goods Sold (COGS) is the amount a business spends directly to create goods and services. After deducting the cost of good service sold, their gross profit will be RM2,521,670. It is deemed "gross" since certain expenses have yet to be deducted. The following section addresses running expenses. Operating expenses differ from COGS since they are utilised to support the company's activities in a specific period, such as staff pay and warehouse rent. It cannot directly invest in the production of goods and services. After paying all expenditures, FSIA company was left with RM1,353,870. This is the net profit for the first year. In addition, we anticipate that the sales will increase by 5% and 10% in Years 2 and 3, respectively. Sales are exhibiting an upward trend. After deducting all expenses, we anticipate a net profit of RM2,646,171 and RM2,967,879 in Years 2 and 3 respectively.

**Food Service Improvement Alliance (FSIA) Sdn Bhd SDN BHD**  
**PRO FORMA PROFIT & LOSS STATEMENT (2023)**

	<b>Pre-OP</b>	<b>TOTAL</b>
Sales	<b>NIL</b>	3,602,385
(-) Cost of sales*		(1,080,716)
<b>Gross Profit</b>		<b>2,521,670</b>
Pre- project meeting	300	300
Location selection	200	200
Finding supplier	200	200
Securing funding for the project	200	200
Market survey	500	500
Register business and obtain license	3,000	3,000
Recruitment	500	500
Staff training	2,000	2,000
Pre-launch	7,000	7,000
<b>(-) Total Pre-Operating Expenses</b>	<b>13,900</b>	<b>13,900</b>
Annual license - business & signboard		900
Annual accounting, audit, legal & secretarial fees		4,200
Annual insurance - fire, burglary, product liability		14,400
Rental		54,000
Utilities- water, electric, internet ,telephone		22,200
Staff salaries		481,200
EPF & SOCSO@ approx. 13% of wages		66,060
Equipment repairs & maintenance		12,000
Advertising & Promotion		10,000
Depreciation (refer Appendix 6.1)		45,654
Interest expense (6%)**	5,784	15,748
<b>(-) Total Operating Expenses</b>		<b>726,361</b>
Profit/(Loss) Before Tax	(19,684)	<b>1,781,408</b>
Less: Taxes (24%)	-	(427,538)
Net Profit/(Loss) After Tax	(19,684)	<b>1,353,870</b>

Figures 7.0: FSIA's Pro Forma Profit and Loss Statement for 2023

<b>Food Service Improvement Alliance (FSIA) Sdn Bhd SDN BHD</b>		
<b>Appendix 6.9: PRO FORMA PROFIT &amp; LOSS STATEMENT (2024 &amp; 2025)</b>		
	<b>2024</b>	<b>2025</b>
Sales	6,000,192	6,608,188
(-) Cost of sales	(1,800,058)	(1,982,456)
Gross Profit	<b>4,200,134</b>	<b>4,625,732</b>
Annual license-business&signboard	900	900
Annual accounting,audit legal&secretarial fees	4,200	4,200
Annual insurance-fire,burglary,product liability	14,400	14,400
Rental	54,000	54,000
Utilities-water,electric,internet,telephone	22,200	22,644
Staff salaries	481,200	490,824
EPF&SOCSO@approx.13% of wages	66,060	67,381
Equipment repairs & maintenance	12,000	12,000
Quarterly advertising&promotion-Years 2&3	10,000	10,000
Depreciation	<b>45,654</b>	<b>45,654</b>
Interest expenses	<b>7,717</b>	<b>5,331</b>
Less:Total Operating Expenses	<b>718,331</b>	<b>727,334</b>
Profit/(loss)Before Tax	3,481,804	3,898,398
Less:Taxes (24%)	(835,633)	(935,615)
Net Profit	<b>2,646,171</b>	<b>2,962,782</b>
Cumulative Net Profit		

Figures 8.0: FSIA's Pro Forma Profit and Loss Statement for 2024 & 2025

**\*Projected Sales of Company referring to Appendix 2.**

**\*Breakdown of Annual/ Monthly fees referring to Appendix 3.**

**\*Breakdown of salary, EPF & SOCSO referring to Appendix 4.**

### **7.3 Pro Forma Cash Flows Statement**

The forecasted cash flow is a breakdown of the monies anticipated to flow into and out of the business. In addition to bank loans and capital, FSIA company predicts that sales of services in Year 1 will generate RM2,521,670 in cash inflows. All estimated outflow expenses are mentioned below the cash outflow. After deducting the projected expenses, the figure of RM 1,638,274 in the bottom line represents FSIA company's estimated income for the first year. Then, this amount will be carried forward to serve as the beginning balance for Year 2. In Years 2 and 3, we anticipate sales of services to generate cash flows of RM4,291,416 and RM7,258,785, respectively. The Cash Flow Statement reveals a positive cash flow at the conclusion of the term after deducting the projected expenses for each year. It suggests FSIA company's liquid assets are growing annually. FSIA company can pay off its obligations, cover its expenses and return funds to shareholders.

**Food Service Improvement Alliance (FSIA) Sdn Bhd SDN BHD**  
**Appendix 6.10: PRO FORMA CASH FLOW (2023)**

	<b>Pre-Op</b>	<b>Total</b>
Beginning cash	-	
Paid in capital (refer Appendix 6.1)	250,000	250,000
Bank Loan (refer Appendix 6.1)	248,304	248,304
Sales	-	2,521,670
<b>Total Cash Available</b>	<b>498,304</b>	<b>3,019,974</b>
<b>Cash Disbursement</b>		
Pre- project meeting	300	300
Location selection	200	200
Finding supplier	200	200
Securing funding for the project	200	200
Market survey	500	500
Register business and obtain license	3,000	3,000
Recruitment	500	500
Staff training	2,000	2,000
Pre-launch	7,000	7,000
Rental deposit (2 months)	9,000	9,000
Utilities (deposit) -electric &water	1,500	1,500
Capital Expenses (refer Appendix 6.1)	195,204	195,204
Rental (1 month advance)	4,500	4,500
Rental	-	49,500
Utilities	-	22,200
Salaries	-	481,200
EPF & SOCSO	-	66,060
Annual License fees	-	900
Annual Insurance	-	14,400
Annual acctg/audit/legal/sec fees	-	4,200
Repairs & Maintenance	-	12,000
Advertising & Promotion	-	10,000
Loan repayment of principal	17,416	53,851
Interest payment @6%	5,784	15,748
Tax payment	-	427,538
<b>Total Cash Disbursements</b>	<b>247,303</b>	<b>1,381,700</b>
<b>Ending Cash Balance</b>	<b>251,001</b>	<b>1,638,274</b>

Figures 9.0: FSIA' Pro Forma Cash Flow for 2023

**Food Service Improvement Alliance (FSIA) Sdn Bhd SDN BHD**  
**Appendix 6.11: PRO FORMA CASH FLOW (2024& 2025)**

Year	2024	2025
Beginning cash	1,638,274	4,291,416
Paid in capital		
Bank Loan		
Sales	4,200,134	4,625,732
<b>Total Cash Available</b>	<b>5,838,408</b>	<b>8,917,148</b>
<b>Cash Disbursement</b>		
Insurance (annual)	14,400	14,400
License fees (annual)	900	900
Accting/Audit/Legal/Sec fees (annual)	4,200	4,200
Rental	54,000	54,000
Utilities	22,200	22,644
Salaries	481,200	490,824
EPF & SOCSO @ approx. 13%	66,060	67,381
Repairs & Maintenance	12,000	12,000
Advertising & Promotion	10,000	10,000
Loan repayment of principal	38,682	41,068
Interest payment (monthly) @6%	7,717	5,331
Tax payment @24%	835,633	935,615
<b>Total Cash Disbursements</b>	<b>1,546,992</b>	<b>1,658,363</b>
<b>Ending Cash Balance</b>	<b>4,291,416</b>	<b>7,258,785</b>

Figures 10: FSIA' Pro Forma Cash Flow for 2024 & 2025



## 7.4 Pro Forma Balance Sheet

The two sections of the balance sheet must satisfy the following equation: (Assets = Liabilities + Equity of Shareholders) This indicates that the company's assets, financial obligations, equity investment, and retained earnings are in harmony. Assets are employed to operate a business, while Liabilities and Equity serve as its support. Current assets often have a shelf life of one year or less, therefore they are easily convertible into cash. In the Balance Sheet, noncurrent assets can relate to tangible assets such as machinery, motor vehicles, etc., all of which are not quickly converted into cash. They have a lifespan that exceeds a year. In the Balance Sheet, non-current asset depreciation is computed and subtracted from the assets; the remaining amount represents the economic cost of the asset over its useful life. Liabilities are the company's financial obligations owed to third parties. Current liabilities are liabilities that will mature or be repaid within one year, whereas non-current liabilities are the company's existing debt with a maturity date of 12 months or more, such as a 10-year bank loan. It is regarded as a long-term obligation. Additionally, Shareholders' Equity refers to the cash initially invested in the company plus any retained earnings, which are the source of capital for the company's operations. As observed in the preceding balance sheet, the value of Assets equals the sum of Liabilities and Shareholder Equity; consequently, this balance sheet is in a state of equilibrium.

Food Service Improvement Alliance (FSIA) Sdn Bhd SDN BHD							
Appendix 6.12: Proforma Balance Sheets for 2023, 2024 & 2025							
End of:	Year 1: 2023 (RM)	Year 2: 2024 (RM)	Year 3: 2025 (RM)		Year 1: 2023 (RM)	Year 2: 2024 (RM)	Year 3: 2025 (RM)
<b>ASSETS</b>				<b>LIABILITIES</b>			
<b>Current Assets:</b>				<b>Current Liabilities:</b>			
Cash (refer Appendices 6.10 and 6.11)	1638274	4291416	7258785	Accounts payable	0	0	0
Deposits & Prepayments***	10500	10500	10500	<b>Long-term Liabilities:</b>			
Account Receivables	0	0	0	Bank Loans****	240107	201425	160358
Inventory	0	0	0				
<b>Total Current Assets</b>	<b>1648774</b>	<b>4301916</b>	<b>7269285</b>	<b>Total Liabilities</b>	<b>240107</b>	<b>107467</b>	<b>160358</b>
<b>Non-current Assets (Fixed Assets): NBV*</b>				<b>Shareholders' equity:</b>			
Renovation and decoration	120000	91626	66232	Paid-in Capital (refer App 6.1)	250000	250000	250000
Recreation Room	7019	5019	2019	<b>Retained Earnings**</b>	<b>1353870</b>	<b>4000041</b>	<b>6962823</b>
Hardware	51600	40900	30200	(cumulative)			
Furniture & Fittings	15250	10670	4110				
Misc. long-term fixed assets:							
Security alarm	235	235	235				
Water Dispenser	300	300	300				
9kg ABC dry powder fire extinguisher	600	600	600				
Smoke alarm	200	200	200				
<b>Total Non-current Assets (Fixed Assets)</b>	<b>195204</b>	<b>149550</b>	<b>103896</b>	<b>Total Shareholders' Equity</b>	<b>1603870</b>	<b>4250041</b>	<b>7212823</b>
<b>TOTAL ASSETS</b>	<b>1843978</b>	<b>4451466</b>	<b>7373181</b>	<b>TOTAL LIABILITIES &amp; SHAREHOLDERS' EQUITY</b>	<b>1843978</b>	<b>4451466</b>	<b>7373181</b>

Figures 11: FSIA' Pro Forma Balances Sheets for 2023, 2024 & 2025

- **Ratio & breakeven Analysis referring to Appendix 5.**

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## 8.1 Appendices

<b>Capital expenses</b>			
<b>Furniture &amp; Fitting</b>			
<b>Items</b>	<b>Price by unit (RM)</b>	<b>Units</b>	<b>Total (RM)</b>
1. Office Desks	110	10	1,100
2. Office Chairs	80	10	800
3. Ceiling Air Conditioner	2,800	4	11,200
4. Office Counter	200	1	200
5. Filling Cabinets	2	100	200
6. CCTV camera	350	5	1,750
Total:			<b>15,250</b>
<b>Hardware</b>			
<b>Items</b>	<b>Price by unit (RM)</b>	<b>Unit</b>	<b>Total (RM)</b>
1.Cell phone	2,500	1	2,500
2.Apple Ipad	2,500	4	10,000
3.Laptop	2,700	6	16,200
4.Projector	300	1	300
5.Wifi Routerr	200	2	400
6.Office Printer	300	2	600
7.Smart Board	3,600	1	3,600
8.Computer	3,000	6	18,000
Total:			<b>51,600</b>
<b>Renovation</b>			
<b>Items</b>	<b>Price by units (RM)</b>	<b>Unit</b>	<b>Total (RM)</b>
1. Renovation & decoration	120,000		
Total:			<b>120,000</b>
<b>Miscellaneous fixed asset:</b>			
<b>Items</b>	<b>Price by units (RM)</b>	<b>Unit</b>	<b>Total (RM)</b>
1.Water Dispenser	150	2	300
2.9kg ABC dry powder fire extinguisher	300	2	600
3.Security Alarm	235	1	235
4.Smoke alarm	40	5	200
Total:			<b>1,335</b>
<b>Recreation Room</b>			
<b>Items</b>	<b>Price by units (RM)</b>	<b>Unit</b>	<b>Total (RM)</b>
1.Bean Bag	150	1	150
2.Board Game	100	1	100
3.PS5	2900	1	2900
4. Samsung 50"QLED 4k Q63B	3869	1	3869
Total:			<b>7,019</b>

### Appendix 1 : Details of capital expenses

Appendix 6.7: Projected Sales of Food Service Improvement Alliance (FSIA) Sdn Bhd				Month	Revenue (RM)
				1	209280
32700000 (Total population in Malaysia)				2	211765
				3	226170
<b>Estimate year one revenue (2023)</b>				4	241915
32700000*0.4%= 130800people				5	259131
130800 people x 1 times per monthly = 130800				6	277964
130800 x RM1 (each time customer spent RM1) = RM130800				7	298574
Revenue for first month of operation = RM130800				8	321138
Revenue for subsequent month = Revenue from previous month x 1.0 (monthly sales increase by 1.0%)				9	345848
Total sales for year one = RM1658871				10	372918
				11	402583
<b>Estimate year two revenue (annual sales increase by 5%)</b>				12	435099
RM1658871x 1.0605= RM1759232				<b>Total</b>	<b>3602385</b>
<b>Estimate year three revenue (sales increase by 10%)</b>					
RM1759232 x 1.10= RM1935155					
<b>Restaurant Owner</b>					
32700000*0.02%= 65,400 people					
65,400 people* 3% (success rate) = 1,962					
1,962 people x 1 times per monthly = 1,962					
1,962 x RM40 (each time restaurant owner spent RM40) = 78,480					
Revenue for first month of operation = 78,480					
Revenue for subsequent month = Revenue from previous month x 1.0(monthly sales increase by 1.0%)					
Total sales for year one = RM995323					

## Appendix 2 : Projected Sales of FSIA

<b>Breakdown of Annual/Monthly fees</b>			
<b>Annual License Fees</b>			
<b>Particular</b>	<b>Month</b>	<b>RM</b>	
Business license	12	350	
Signboard license	12	550	
Total:		900	
<b>Annual secretarial / storage fees</b>			
<b>Particular</b>	<b>Month</b>	<b>RM</b>	
Tax Agent	12	1,500	
Cloud Storage Service	12	3,840	
Auditors	12	2,700	
Total:		8,040	
<b>Monthly/ Annual Utilities fees</b>			
<b>Particular</b>	<b>Month</b>	<b>Monthly</b>	<b>Annual</b>
Water	12	300	3,600
Electric	12	1,000	12,000
Internet & Telephone	12	550	6,600
Total:		1,850	22,200
<b>Annual insurance</b>			
<b>Particular</b>	<b>Month</b>	<b>RM</b>	
fire,burglarly, product liability	1,200	14,400	
Total:		14,400	

## Appendix 3 : Annual Fees of FSIA

Breakdown of salary, EPF & SOCSO			
Monthly Salary			
Salary of employee	Number of personnel	Total salary	
5,000	1	5,000	
2,500	3	7,500	
3,500	6	21,000	
2,200	3	6,600	
Total		40,100	
SOCSO Contributed by Employer			
Salary of employee	Number of personnel	Rate	Total
5,000	1	1%	50
2,500	3	1%	75
3,500	6	1%	60
2,200	3	1%	100
Total			285
EPF Contributed by Employer			
Salary of employee	Number of personnel	Rate	Total
5,000	1	12%	600
2,500	3	12%	900
3,500	6	12%	2,520
2,200	3	12%	1,200
Total			5,220
Total SOCSO & EPF(per month)=		5,505	
Total SOCSO & EPF(annual)=		66,060	

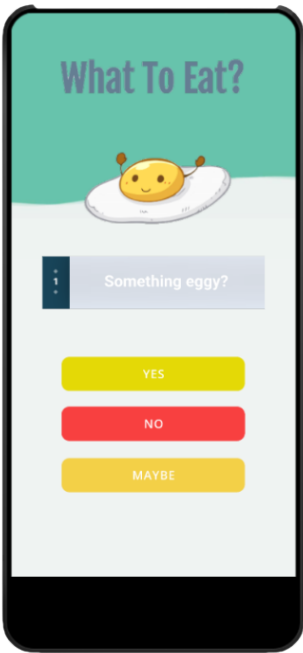
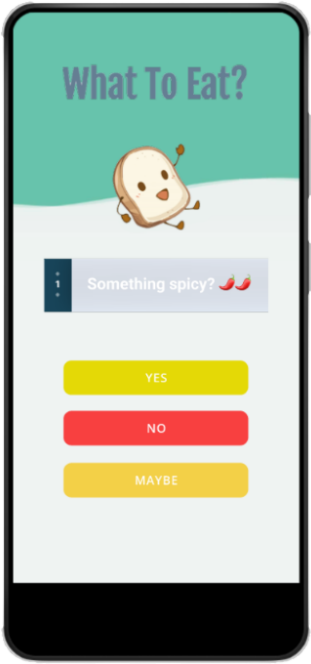
## Appendix 4 : Breakdown of salary, EPF & SOCSO

	2023	2024	2025	INTERPRETATION
<b>1. Profitability Ratios</b>				(Do this below or in the Body of Report)
<b>Net Profit Margin</b>				Based on the calculation, the net profit of 2025 is higher than previous two years. The higher the net profit is the better.
Net Profit X 100%	1,353,870 X 100%	2,646,171 X 100%	2,962,782 X 100%	The high percentage in 2025 is means that company did well in managing expenses.
Sales	3,602,385	6,000,192	6,608,188	
=	37.58	44.10	44.84	
<b>Return on Assets (ROA)/Investment</b>				Based on the calculation, current return on assets (ROA) is only 0.67 while the previous year ROA is 0.61. Based on this ratio, we can say that current performance is fairly high enough in term of efficiency.
Net income	1,353,870	2,646,171	2,962,782	
Average Total Assets	2,203,870	3,950,041	3,952,241	
=	0.61	0.67	0.75	
<b>2. Liquidity Ratios</b>				
<b>Interest Coverage Ratio</b>				Based on the calculation, we can see the interest coverage ratio is increased from 2023 to year 2025. This indicates that is stable and did not face issues in foreseeable future.
Income before interest & taxes (EBIT)	236,225+17,364	333,953+9,439	453,002+5,922	
Interest Expense	17,364	9,439	5,922	
=	14.60	36.38	77.49	
<b>3. Efficiency/Activity Ratios</b>				
<b>Asset Turnover Ratio</b>				Based on the calculation, we can see that in three years assets turnover ratios is more than one. its low turnover may also mean that the company has lax collection methods. Target could also not be using its assets efficiently.
Net Sales	3,602,385	6,000,192	6,608,188	
Average Total Assets	1,843,978	(510,506 + 627,341)/2	(627,341 + 783,641)/2	
=	1.49	1.42	1.26	

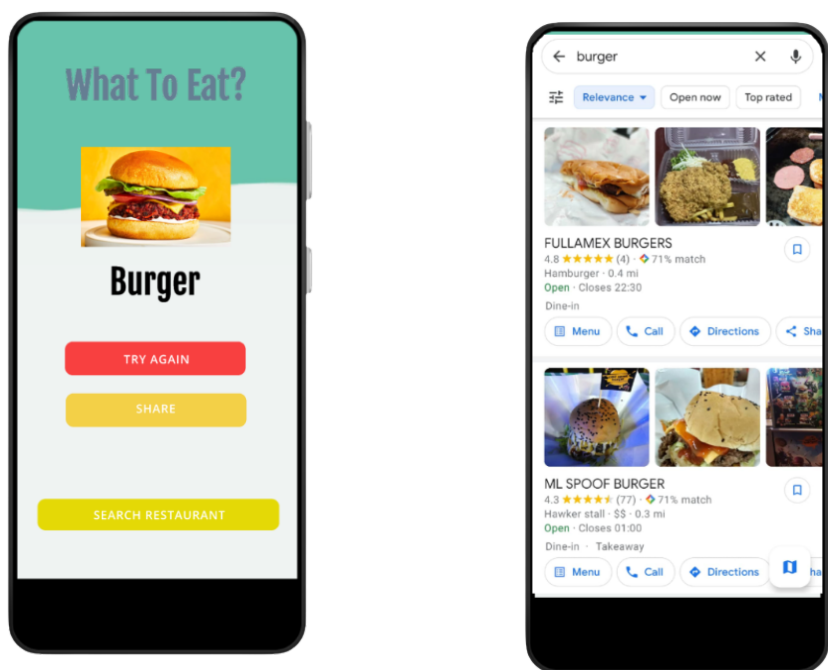
<b>*Total Fixed Cost</b>	<b>(2023 - YEAR 1) is ASSUMED to be equal to Total Operating Expenses (2023 - Year 1)</b>		
	<b>ITEMS</b>	<b>RM</b>	
	Annual License fees	900	<b>** Gross profit Margin:</b> Revenue- COGS Revenue
	Annual Insurance	14400	
	Annual acctg/audit/legal/sec fees	4200	
	Rental of premises	4500	
	Salaries	40100	
	EPF, SOCSO, medical	66060	
	Repairs and maintenance	12000	
	Utilities	22000	
	Advertising & Promotion	10000	
	Depreciation	45654	
	Interest expense (6%)	15748	
		42	

4. Leverage Ratios				
Debt Ratio				
Total liabilities	240,107	107,467	160,358	As we can see in three years 2023, 2024 and 2025 the ratio all is less than 1.0 so the assets is more than debts. If the ratio is above 1.0 is means than in the company has more debt than assets.
Total assets	1843978	4451466	7373181	
=	0.13	0.02	0.02	
Debt to Equity				
Total liabilities	240,107	107,467	160,358	As we can see, the debt to equity in three years is decreased so, it means that is goods because the increasing of leverage add additional risk to company and increase expenses due to the higher interest costs amnd debts.
Shareholders' equity	1,603,870	4250041	7212823	
=	0.15	0.03	0.02	
5. Breakeven Analysis				
Breakeven Value				
*Total fixed cost = RM	261906	The company needs to achive RM526137 in order fot the company to generate enough revenues to cover all of its expenses.		
**Gross profit margin = RM	0.70			
	374151			

Appendix 5: Ratio & Breakeven Analysis





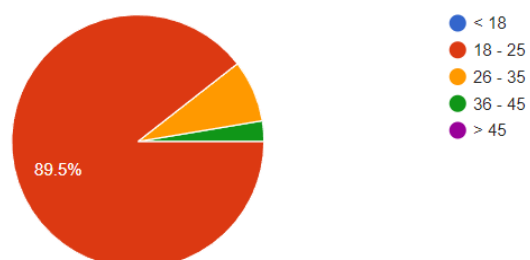


## Appendix 6: FSIA's services prototype

## Appendix 7: FSIA's services questionnaire results

Please select your age group.

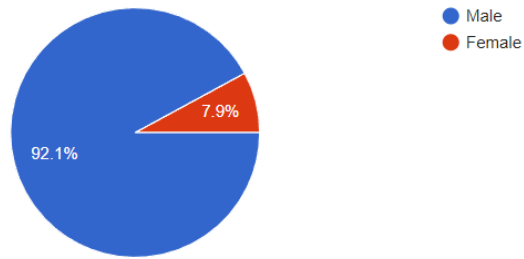
76 responses



## Appendix 8: FSIA's services questionnaire results

Please select your gender.

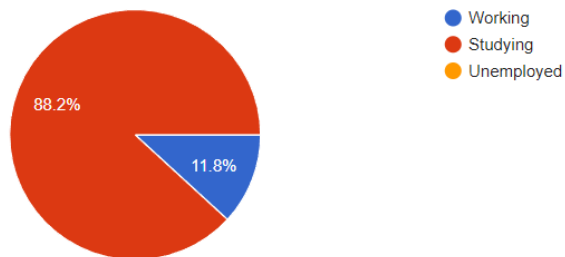
76 responses



## Appendix 9: FSIA's services questionnaire results

Please select your employment status.

76 responses

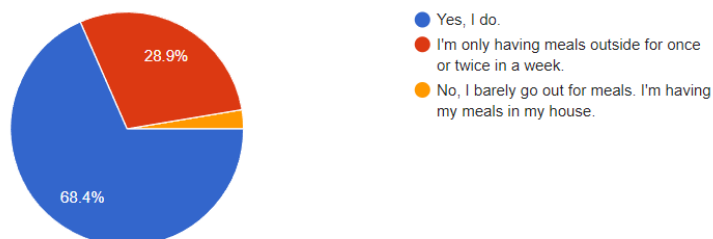


## Appendix 10: FSIA's services questionnaire results

Do you often having meals outside?

76 responses

 Copy

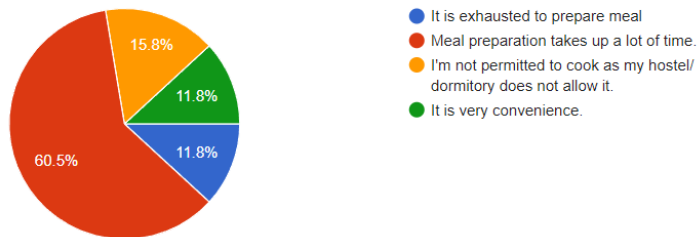


## Appendix 11: FSIA's services questionnaire results

If you often having meals outside, what is the reason for doing so?

 Copy

76 responses



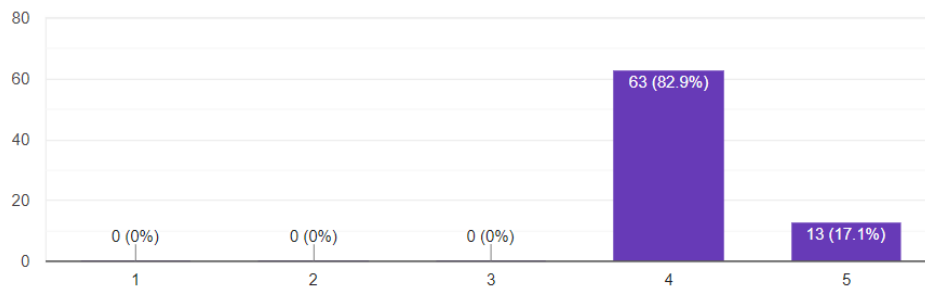
## Appendix 12: FSIA's services questionnaire results

"What to eat for this meal?"

 Copy

I often have this question in my thoughts when I plan to have a meal outside.

76 responses

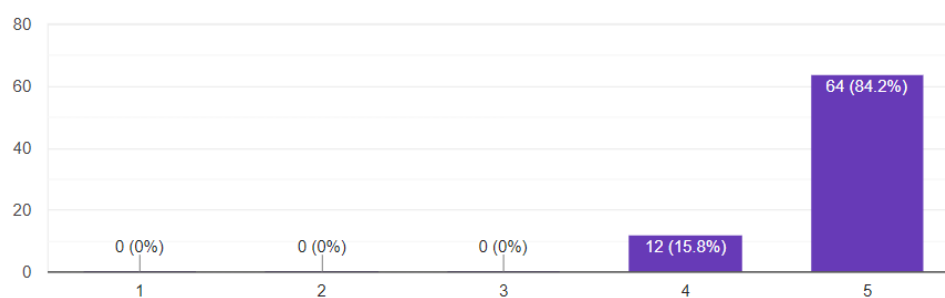


## Appendix 13: FSIA's services questionnaire results

It takes a lot of time for me to think when the question comes to mind.

 Copy

76 responses

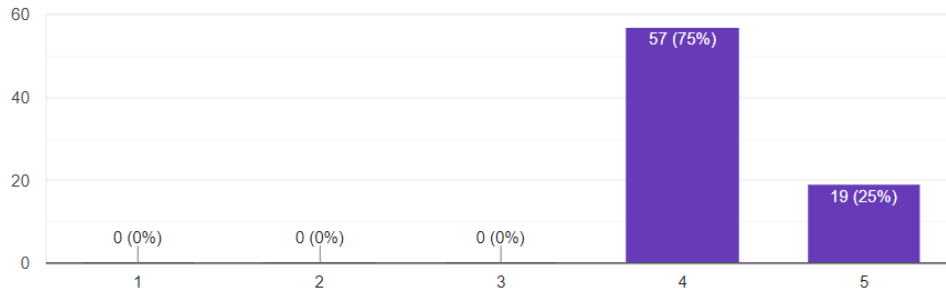


## Appendix 14: FSIA's services questionnaire results

I will use the Makan Ape services if it is free of charge

 Copy

76 responses

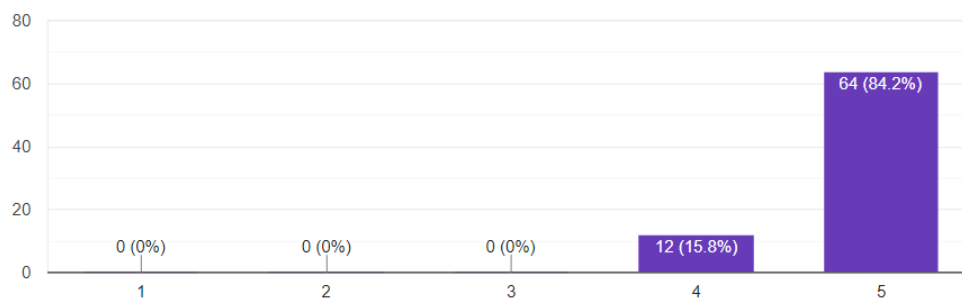


## Appendix 15: FSIA's services questionnaire results

I'm willingly to pay the subscription fees of RM 1 to enjoy upgraded features such as free from advertisement.

 Copy

76 responses

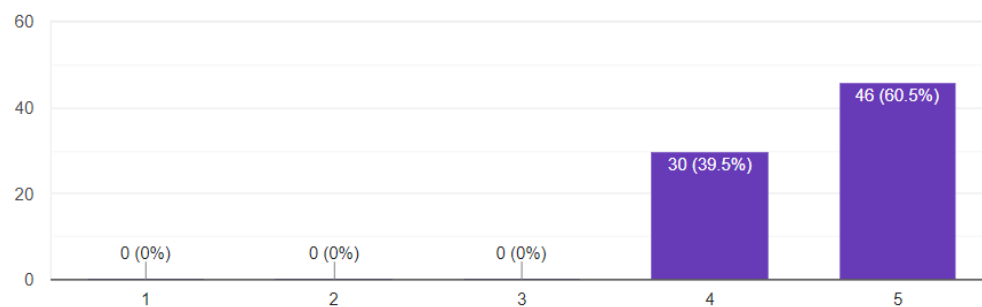


## Appendix 16: FSIA's services questionnaire results

It would be very helpful if Makan Ape had a navigation feature that could take you to a nearby restaurant.

 Copy

76 responses



# Executive Summary



Makan Ape



Affordable Price

High quality services



Year	Profit
2023	1,061,631
2024	3,416,020
2025	6,082,271



Customer

Restaurant's owner

1

Ng Soon Kit

Smart AI Food Recommendation and Navigation Mobile Application

## MAKAN APE

Ng Soon Kit  
Lai Liang Chun  
Benedict Tan Zhi Hang  
Neoh Sze Tung



2

# Vision

Our vision is to alleviate more consumers' daily dilemma of deciding what to eat throughout the globe and to establish a reliable platform for services that adhere to stringent criteria for the protection of personal information and physical safety.

3

*Ng Soon Kit*

## UNDERSTANDING THE PROBLEM



Busy In Work & Studying



Security Problem



Exhausted

4

*Ng Soon Kit*

## OUR SOLUTIONS



**Makan Ape**



**Prepare a series of question**

Simple and generic questions



**Navigation function**

Navigate to the nearby restaurant

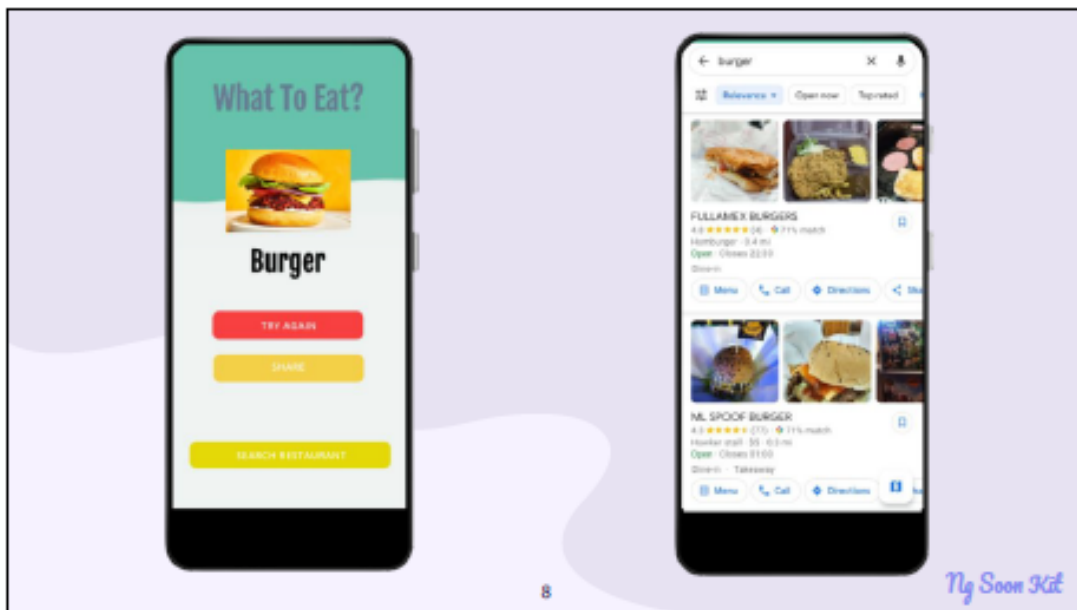
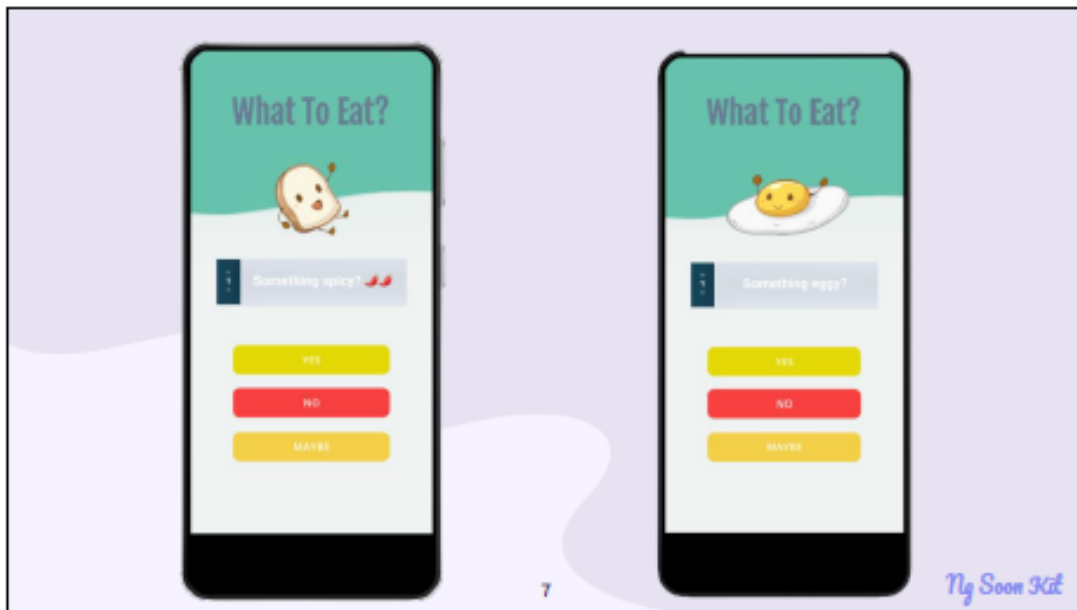
5

*Ng Soon Kit*

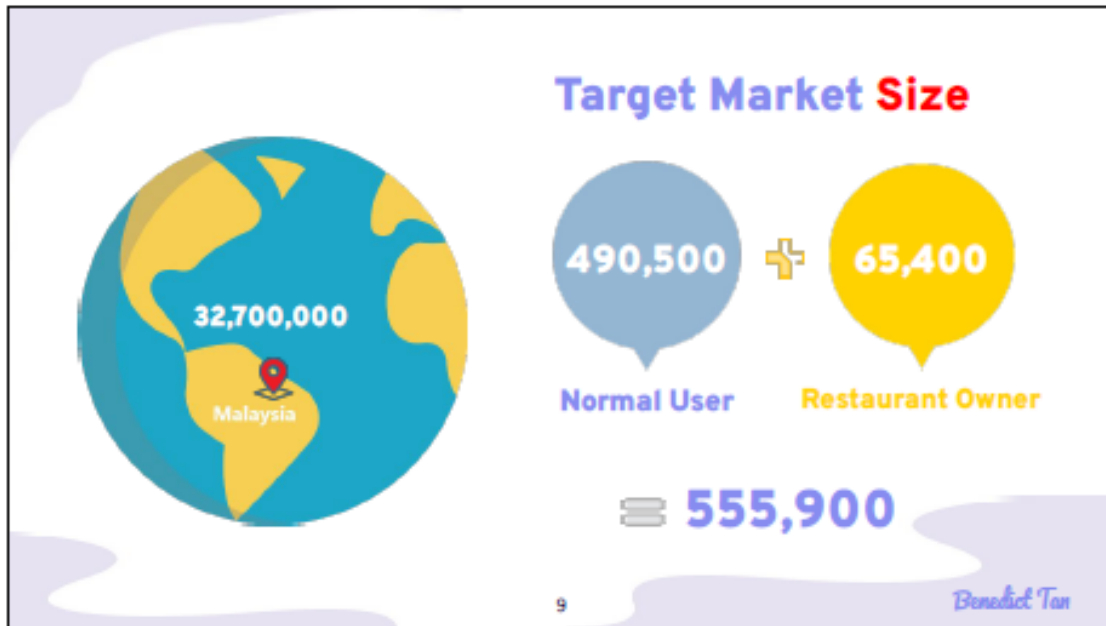
## Application Prototype

6

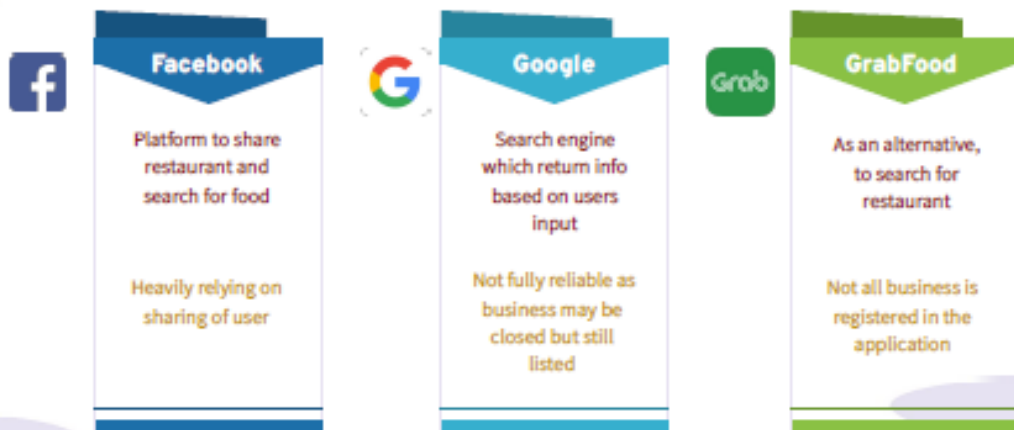
*Ng Soon Kit*







## Competition



11

*Benedict Tan*

## Competitive Advantage



**Unique Product Features**



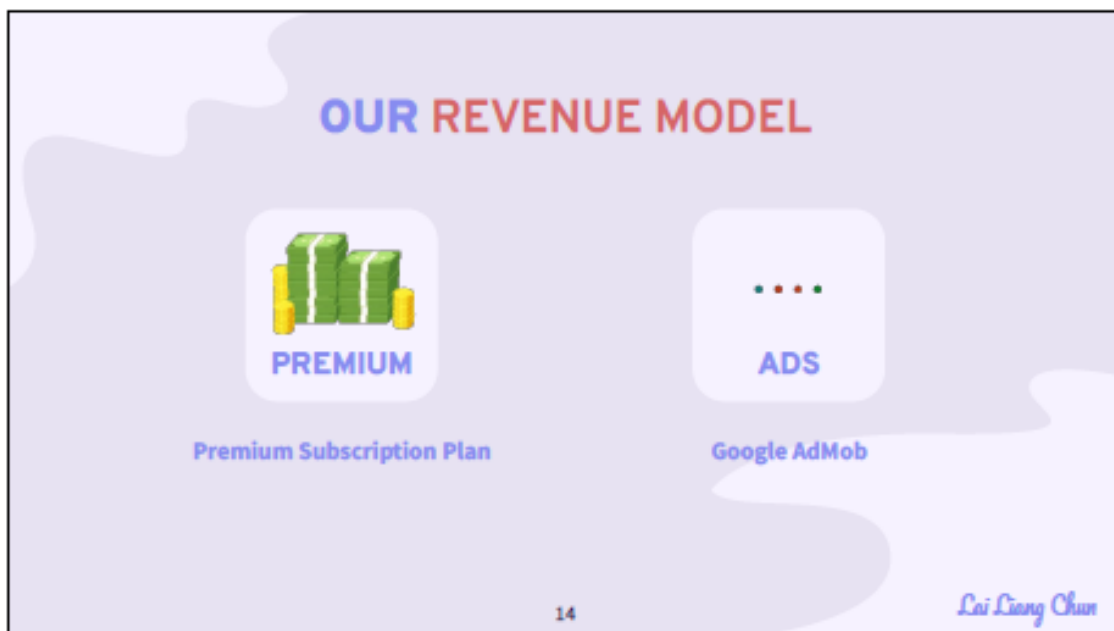
**Ease of use**  
- All in one flow



**Sustainable Business Opportunities**

12

*Benedict Tan*



## Board of Director



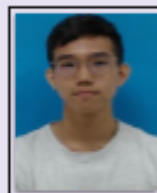
Mr. Ng Soon Kit



Mr. Benedict Tan



Mr. Lai Liang Chun

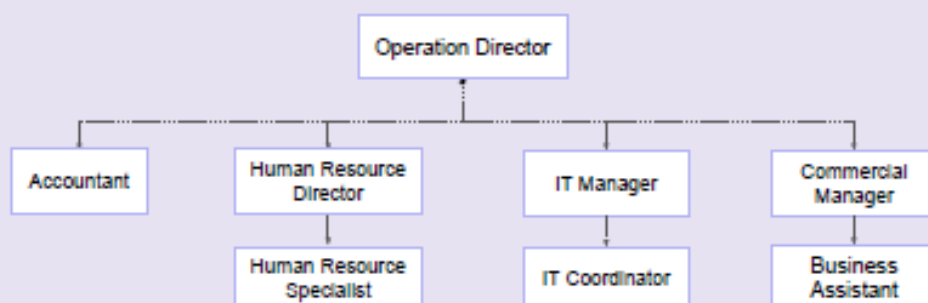


Mr. Neoh Sze Tung

15

*Neoh Sze Tung*

## Management team



16

*Neoh Sze Tung*

## Financial Projection

### Start up capital

TOTAL FINANCING 845,503

One month working capital 69,750

### Net Profit Margin

2023 29.15

2025 40.21

### Revenue in year one

2023 3602385

### Net Profit/(Loss) After Tax

2023 1,050,049

2025 2,657,131

### Return on Assets (ROA)

ROA does not rise or fall by more than 5% per year

17

Neoh Sze Tung

# THANKS!



Do you have any questions?

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neohst-pm19@student.tarc.edu.my  
benedicttzh-pm19@student.tarc.edu.my



18