

# CAPISM



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SECTION: 01

PROGRAMME: CT206

SUBJECT CODE: UCS3083



Taman Maluri, Cheras, Kuala Lumpur



[www.capism.com.my](http://www.capism.com.my)

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## **1.0 Introduction**

Name of the company: Capism Enterprise

Nature of the business: Fashion and Retail

Industry profile:

Capism, founded in 2024 in Taman Maluri, Cheras, Kuala Lumpur, operates as a partnership business with a team of 4 founders and is set to be unveiled in 2026. Specializing in modest fashion retail, Capism prioritizes offering affordable, high-quality caps. Our office is designed to accommodate both the sewing cap and administrative functions. Diverging from the traditional approach, Capism has opted not to establish physical stores and instead focuses on e-commerce, occasionally participating in specific physical events. This strategic choice positions our head office in Taman Maluri, Cheras as the central hub for shipping, production, and administration.

## **1.1 Purpose**

Capism Enterprise seeks a RM200,0000 working capital ~~loan~~ from Public Bank Berhad to realize its goal of crafting a premium collection of caps in Malaysia. With a focus on superior quality and exceptional customer service, the company aims to secure and retain a loyal customer base, thereby building a positive reputation. The business plan serves as a structured framework for daily operations, ensuring clarity and alignment across production, finance, marketing, and administration. By presenting detailed financial, marketing, and operational strategies, Capism aims to inspire confidence in investors and financial institutions, paving the way for future growth and success.

## **1.2 Company Background**

Company name: Capism Enterprise

Business Address: Taman Maluri, Cheras, Kuala Lumpur

Correspondence Address: Taman Maluri, Cheras, Kuala Lumpur

Website Address: [www.capism.com.my](http://www.capism.com.my)

Email Address: [capism@capism.com](mailto:capism@capism.com)

Telephone Number: 03 667 345

Form of Business: Partnership

Main Activity: Sells affordable caps at price RM 50

Date of Commencement: year 2026

Date of Registration: In Progress

Name of Bank: Public Bank Berhad

Account Number: 761445127118

## **1.3 Partners Background**

### **1.3.1 General Manager**



Name: Muhammad Zul Hilmi Bin Rosmadi

Identity Card Number: 010219-03-1223

Permanent Address: PT 6643 Kampung Jelatok, Jalan Pasir Mas, 17500, Tanah Merah  
Kelantan

Correspondence Address: PT 6643 Kampung Jelatok, Jalan Pasir Mas, 17500, Tanah  
Merah Kelantan

Telephone Number: 0166352667

Date of Birth: 19/2/2001

Age: 23

Marital Status: Single

Academic Qualifications: Bachelor of Information Technology (Honours) in Cyber  
Security (Expected Graduate 2025)

Courses Attended: Entrepreneurship with Digital Application 2

Skills: Leadership Skills, Able to write and converse in Malay and English

Experience: 2 years

Present Occupation: General Manager

Previous Business Experience: Admin Assistant

### **1.3.2 Administrative Manager**



Name: Muhammad Alif Fakhrullah Bin Mohammad Effero

Identity Card Number: 010430-02-0293

Permanent Address: Lot 11057 Jalan Pantai Sura Tengah, 23000 Dungun, Terengganu

Correspondence Address: Lot 11057 Jalan Pantai Sura Tengah, 23000 Dungun, Terengganu

Telephone Number: 0199813675

Date of Birth: 30/4/2002

Age: 21

Marital Status: Single

Academic Qualifications: Bachelor of Information Technology (Honours) in Computer Application Development (Expected graduate in 2024)

Courses Attended: Entrepreneurship with Digital Application

Skills: Good Communication in English and Malay

Experience: 2 years

Present Occupation: Administration Manager

Previous Business Experience: Manager of NYC Store

### **1.3.3 Marketing Manager**



Name: Muhammad Aiman Afiq Bin Mohamad Asri

Identity Card Number: 010203-02-0685

Permanent Address: No 1A Kampung Belakang Pendang, 06700 Pendang, Kedah

Correspondence Address: No 1A Kampung Belakang Pendang, 06700 Pendang, Kedah

Telephone Number: 0148338599

Date of Birth: 3/2/2001

Age: 23

Marital Status: Single

Academic Qualifications: Bachelor of Information Technology (Honours) in Cyber Security (Expected graduate in 2025)

Courses Attended: Entrepreneurship with Digital Application 2

Skills: Good Communication in English and Malay

Experience: 2 years

Present Occupation: Marketing Manager

Previous Business Experience: Manager

#### 1.3.4 Operation Manager



Name: Ahmad Firdaus Bin Azizan

Identity Card Number: 010529-02-0247

Permanent Address: NO 1A Kampung Batu 18 Guar Chempedak 08800 Gurun Kedah

Correspondence Address: NO 1A Kampung Batu 18 Guar Chempedak 08800 Gurun Kedah

Telephone Number: 011-57041963

Date of Birth: 29.05.2001

Age: 23

Marital Status: Single

Academic Qualifications: Bachelor of Information Technology (Honours) in Cyber Security (Expected graduate in 2025)

Courses Attended: Entrepreneurship with Digital Application 2

Skills: Business Administration

Experience: 2 years

Present Occupation: Operation Manager

Previous Business Experience: Operation Manager

### **1.3.5 Financial Manager**



Name: Mohamad Ameerul Solihin bin Mokhtial Hamidi

Identity Card Number: 011115-08-0375

Permanent Address: lot 6252 Kampung Tersusun Redang Panjang,Ijok 34510 Batu Kurau, Perak

Correspondence Address: lot 6252 Kampung Tersusun Redang Panjang,Ijok 34510 Batu Kurau, Perak

Telephone Number: 0135135129

Date of Birth: 15/11/2001

Age: 23

Marital Status: Single

Academic Qualifications: Courses Attended: Bachelor of Information Technology (Honours) in Cyber Security (Expected graduate in 2025)

Skills: Accounting skills

Experience: 2.5 years

Present Occupation: Accountant

Previous Business Experience: Accountant

## **1.4 Contract Agreement**

### **1.4.1 Type of Business**

By employing a brand that is future-oriented, customer-oriented and produces top notch headwear, Capism deals in premium grade headwear line of products. Unlike other brands Capism offers the style of blending the fashion and the functionality which gives the company an edge over the competitors. The company's caps collection includes a variety of hats that fulfill the demanding lifestyles with the modern notions of its customers. When it comes to modern headwear, Capism blazes paces and swoops through challenges setting new standards by fusing together comfort, practicality, and style in each cap design. It doesn't matter whether customers are after casual snapbacks for daily uses or stylish fedoras for special cases. They will all find their headwear pieces as the incredible selection of Capism speaks to everyone's tastes and preferences. When it comes to the mindset between the owners of CAPISM and MASS MARKET BRAND, the former always insists on excellence and affordability, constantly launching new cap series for enlargement of the audience while the latter would seek mass customers by paying less attention to quality standards. By incorporating a driving concept of exceeding client's expectations, Capism company develops irresistible connections and builds up a community of customers whose style can be seen not only on their faces but also on their caps.

### **1.4.2 Equity and Contribution**

No.	SOURCES	SHARE (RM)	PERCENTAGE (%)
1	GENERAL MANAGER	60,000	30
2	ADMINISTRATION MANAGER	50,000	25
3	MARKETING MANAGER	40,000	20
4	OPERATIONAL MANAGER	30,000	15
5	FINANCIAL MANAGER	20,000	10
TOTAL CAPITAL		200,000	100

### **1.4.3 Partnership Duration**

The contract is being made on 1st January 2024. The agreement is sealed according to terms and conditions until 1st January 2026.

### **1.4.4 Business Terms**

- CAD Specialists: Capism is a group of professionals who utilize computer software to develop comprehensive designs for a variety of projects, including buildings, products, and machinery.
- Custom Designs: We create designs that are tailored to the individual requirements of each customer. Whether it's a simple doodle or a complicated 3D model, we deliver exactly what our clients need.
- Client satisfaction is our primary goal at all times. We attentively listen to what clients want, make modifications as needed, and ensure they are happy with the end outcome.
- Keeping Up with Trends: We are constantly learning about and applying the most recent CAD trends and approaches. This allows us to provide our clients the most recent and effective solutions.
- Supportive Partners: We do more than just deliver designs. We provide continuing support and help to our clients, ensuring they have all they need to complete their projects successfully.

### **1.4.6 Contract on Retirement and Death.**

1. Retirement or Death Clause: If one party retires or dies, the following actions will be taken:
  - Retirement: The retiring party has the option to sell their share, transfer it to someone else, or keep it.
2. Death: If a party dies, their share is transferred to their heirs or estate. The other party can either acquire the share or sell it and distribute the proceeds.
  - Business continuity: The remaining party can continue to run the business.
  - Agreement Amendment: We can alter this agreement if necessary due to retirement or death, as long as both parties consent.

Contract Agreement between:

MUHAMMAD ZUL HILMI BIN ROSMADI  
(GENERAL MANAGER)

MUHAMMAD ALIF FAKHRULLAH  
BIN MOHAMMAD EFFERO  
(ADMINISTRATIVE MANAGER)

MUHAMMAD AIMAN AFIQ BIN MOHD ASRI  
(MARKETING MANAGER)

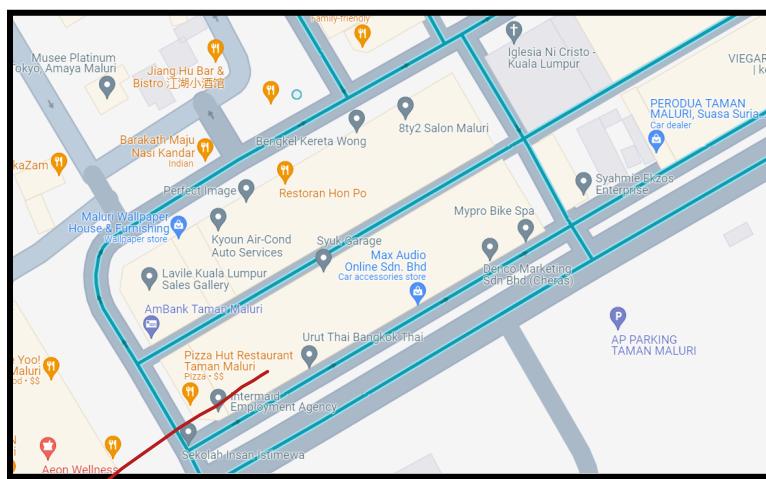
AHMAD FIRDAUS BIN AZIZAN  
(OPERATION MANAGER)

MOHAMAD AMEERUL SOLIHIIN  
BIN MOKHTIAL HAMIDI  
(FINANCIAL MANAGER)

## 1.5 Location of the business

### 1) Location of the Head Office

We're looking for an industrial area in Taman Maluri, Cheras. Since we don't have a physical store, we don't necessarily need a location near tourist attractions. In fact, having everything in one place can help us save costs on office space.



### 2) Physical Building

Building type: Up Building Shop Lot

Structure: Four Level Building

Condition: In Progress

Size of the building: 6,000 - 7,000 up sqft

Cost of building: RM2,000,000.00



### 3) Basic facilities

Typically, our main office situated in a developing area will offer essential facilities such as water, electricity, telephone lines, and Internet services for our shop lot building. It's crucial that these basic amenities are reliable for our full-scale operations within the building, with a special emphasis on the Internet, given that our business revolves around e-commerce.

## **2.0 Administrative Plan**

### **2.1 Introduction**

#### **2.1.1 Vision**

To be the leading brand for trendy, premium-quality caps that resonate with the fashion-forward sensibilities and individual styles of contemporary wearers, setting the standard for modern headwear.

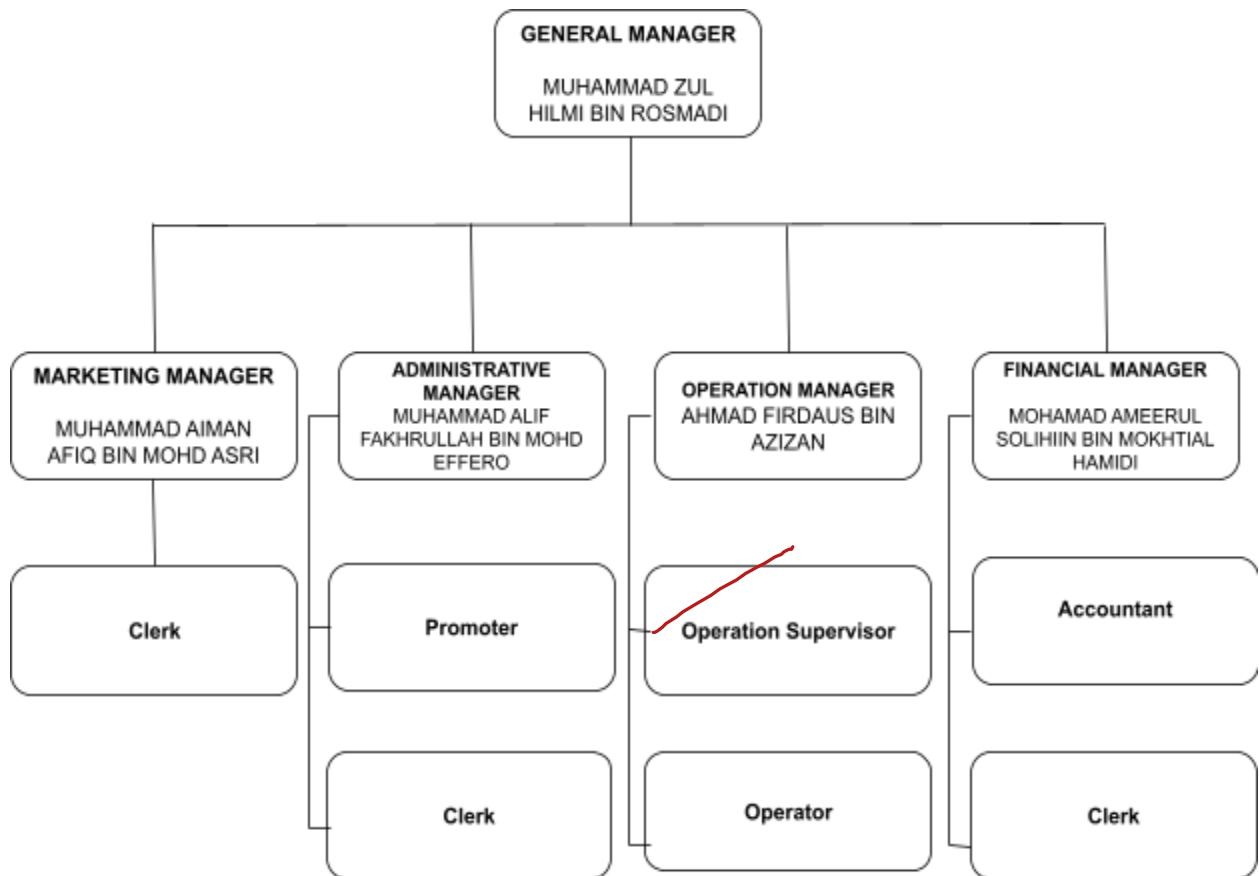
#### **2.1.2 Mission**

Our mission is to offer a diverse selection of caps that cater to the needs of all people. We prioritize comfort, practicality, and fashion, while maintaining the values of modesty and tradition. Our commitment to excellence means providing a wide array of designs suitable for various situations and preferences, all crafted with premium materials for optimal quality. We believe that wearing the cap should be an empowering experience, fostering self-expression and confidence.

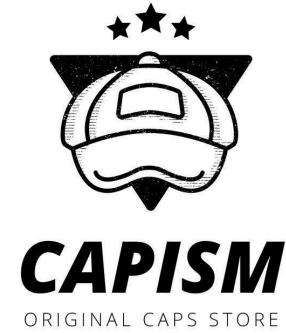
#### **2.1.3 Objective**

1. Establish our online store by 2026 for global accessibility to our diverse cap collection.
2. Introduce new cap lines to reach a wider audience, maintaining our commitment to affordability and quality.
3. Providing excellent customer service to gain client loyalty.

## 2.2 Organization Chart



## 2.3 Logo



The "CAPISM Original Caps Store" brand appears to be represented by the logo. The "ORIGINAL CAPS STORE" shows the quality caps made from original quality material. Three stars are displayed atop a stylized cap emblem in the logo design, which is created by fusing together components such as a front panel, side panels, and visor of a baseball cap. Beneath the cap icon, the wordmark "CAPISM" is printed boldly in a bold sans-serif font. The black and white color scheme and general minimalist and geometric style of the logo design give it a sleek and contemporary appearance that will probably appeal to streetwear or urban fashion fans who are interested in hats or headgear.

## 2.4 Manpower Planning

POSITION	NUMBER	QUALIFICATION	RESOURCES
General Manager	1	Degree	Partnership
Marketing Manager	1	Degree	Partnership
Operational Manager	1	Degree	Partnership
Administrative Manager	1	Degree	Partnership
Financial Manager	1	Degree	Partnership

## 2.5 Task and Responsibilities

POSITION	TASK AND RESPONSIBILITIES
General Manager	<ul style="list-style-type: none"> <li>• To organize and track the business's strategic development</li> <li>• To create, execute out, and supervise the overall business management</li> </ul>
Administration Manager	<ul style="list-style-type: none"> <li>• Assist the general manager in planning and managing systematically</li> <li>• Recruiting, coaching, reviewing, and, if required, taking corrective action with personnel.</li> </ul>
Marketing Manager	<ul style="list-style-type: none"> <li>• To develop marketing study and observation of the strategic site for business expansion</li> </ul>

	<ul style="list-style-type: none"> <li>• Doing consonant advertisement to guarantee the sales reach the targets</li> </ul>
Operational Manager	<ul style="list-style-type: none"> <li>• Ensure that the company operates effectively and thoroughly.</li> <li>• Manage product quality to ensure customer satisfaction.</li> </ul>
Financial Manager	<ul style="list-style-type: none"> <li>• Compile the company's balance sheet, cash flow statement, and trading profit and loss account.</li> <li>• Prepare the company's annual budget and offer suggestions for increasing revenue and decreasing costs.</li> </ul>

## 2.6 Schedule of Remuneration

POSITION	NUMBER OF WORKER	SALARY/ PER MONTH (RM)	EPF 13%	SOCSO 2%	TOTAL (RM)
General Manager	1	10,000	1,300.00	200	11,500
Administrative Manager	1	6,525	848.25	130.50	7,503.75
Marketing Manager	1	3,200	416.00	64.00	3,680
Operational Manager	1	5,550	721.50	111.00	6,382.50
Financial Manager	1	7,125	926.25	142.50	8,193.75
<b>TOTAL</b>					<b>37,260</b>

## 2.7 List of Office Equipment

TYPE	NO. OF UNITS	COSTS PER UNIT (RM)	TOTAL (RM)
<b><i>Office Equipment</i></b>			
Computer	5	2,500	12,500
Air-conditioner	2	1,400	2,800
Telephone	2	450	900
Photostat machine	1	3,690	3690
<b><i>Furniture</i></b>			
Office desk	5	350	1,750
Office chair	5	250	1,250
Sofa set	1	399	399
Meeting Table	1	1,305	1305
White Board	1	169	169
Office File Cabinet	3	570	1,710
Lamp	6	6.30	37.80
<b>TOTAL (RM)</b>			<b>26, 510.80</b>

## 2.8 Administrative Budget

REQUIREMENT	FIXED ASSETS (RM)	MONTHLY EXPENDITURE (RM)	OTHER PAYMENT (RM)
<b>Fixed Asset</b>			
Office Equipment and Furniture	26,510.80		
Vehicle	30,000		
<b>Working Capital</b>			
Salaries, EPF, SOCSO		37,260	
Utilities		1,000	
Office Rental		3,000	
Office Supplies		200	
Petrol		500	
<b>Other Requirements</b>			
Deposit			15,000
Registration and Licenses			500
Insurance and Road Tax			800
Other Expenses			3000
<b>TOTAL</b>	56,510.80	41,960	19,300

## 3.0 Marketing Plan

### 3.1 Product or Service Production

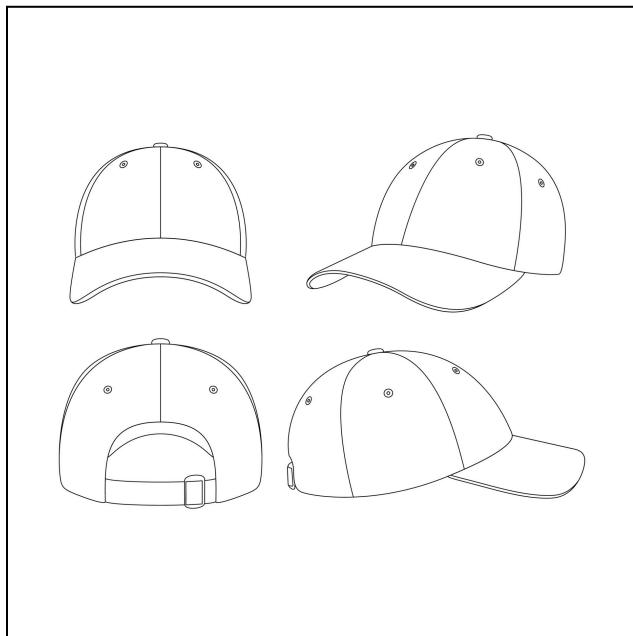


Figure 1: Plain caps sketch.

#### 3.1.1 Product Description

Elevate your style with Capism's premium cap collection, where fashion meets functionality in every meticulously crafted design. Our diverse range of cap styles, from classic snapbacks to sleek fitted caps, embodies the essence of Capism's commitment to quality and style. With adjustable straps and breathable fabrics prioritizing comfort, our caps ensure you look and feel your best in any setting. Express your individuality effortlessly with versatile designs that cater to all genders, embodying the inclusive spirit of Capism. Whether you prefer minimalist aesthetics or bold graphics, our caps allow you to make a statement with confidence. Stay protected from the elements in style with our caps that provide ample sun protection without compromising on trendiness. With Capism, you can trust that each cap is not just an accessory but a reflection of your unique personality and sophisticated taste, ensuring you stand out with confidence and sophistication wherever you go.

### **3.2 Target Market**

- **Demographic**

1. Gender:
2. Age: The target age of customer who buy the cap is men of all ages from 15-50 years old who are looking for a style
3. Occupation: Professional, employees and students
4. Life-cycle stage: Single, married and families

- **Geographic**

1. Region: Cheras, Malaysia

### **3.3 Market Size**

Our mission is to target people who live in Cheras, Malaysia, a vibrant community with an estimated population of 730,354 people. With an affordable price, we believe this square scarf would become a staple accessory among women in Cheras, as they frequently seek plain square scarves in various shopping venues, including malls, night markets, and online platforms.

Demography	Population	Target Market (2%)	Target Market
Geography	730,354	10%	73,035.4

From the results above, we estimated that 2% of the population will represent us as potential customers.

Market segment	Target market	Potential market purchase (RM)	Total market potential purchase (RM)
Geographic	73,035.4	50	3,651,770
<b>TOTAL</b>			<b>3,651,770</b>

### 3.4 Market Share

Market share before entry of Capism Enterprise

Competitor	Market Share (%)	Market Share (RM)
The Cap City	59	1,632,691
Stoned & Co	29	816,346
Choiii	12	612,259
<b>TOTAL</b>	<b>100</b>	<b>2,791,296</b>

Market share after entry of Capism Enterprise

Competitor	Market share (%)	Loss of market share (%)	New market share (%)	New market share (RM)
The Cap City	59	5	54	1,507,299.84
Stoned & Co	29	3	26	725,736.96
Choi	15	5	10	279,129.60
Capism	-	-	10	279,129.60
Total	100	13	100	2,791,296

### 3.5 Competition

Competitor	Strengths	Weakness
The Cap City	Founder is social media influencer	Pricey and limited production.
Stoned & Co	A lot of cap design and pattern.	The design is not suitable for young generation.
Choi	Price is affordable	New local brand

### 3.6 Sale Forecast

Sales forecast			Remark
Year	Month	Sales collection (RM)	
	January	55,825.92	2%
	February	83,738.88	3%
	March	111,651.84	4%
	April	139,564.80	5%
	May	167,477.76	6%
	June	195,390.72	7%
	July	223,303.69	8%
	August	251,216.64	9%
	September	279,129.60	10%
	October	390,781.44	14%
	November	418,694.40	15%
	December	474,520.32	17% of the total year 1
2024	Total year 1	2,791,296.00	100%
2025	Total year 2(+10%)	3,070,425.60	10% increment
2026	Total year 3(+15%)	3,530,989.44	15% increment

## **3.7 Marketing Strategy**

### **3.7.1 Product Strategy**

- We make special caps with unique designs and cool features like eco-friendly materials. We team up with designers and famous people to create limited-edition collections that are only available for a short time. Our caps are not just stylish, they're also different from the rest, perfect for people who want something special and cool.



### **3.7.2 Price Strategy**

- We always check prices in the market to make sure our caps are a good deal. We also give discounts during special times or when you buy more than one cap. Our goal is to offer affordable options without ~~compromising~~ on the quality of our caps.

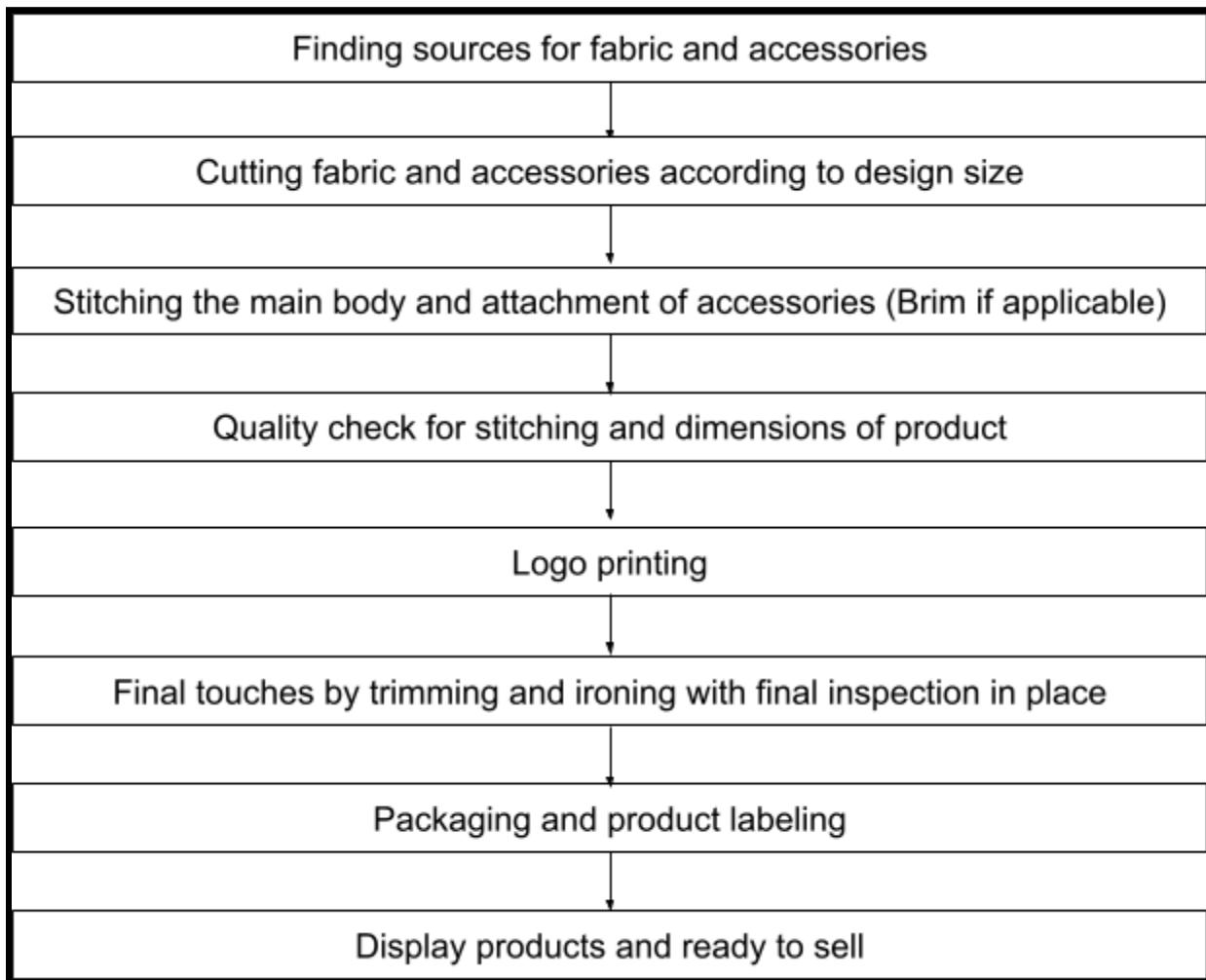
### 3.8 Marketing Budget

Particular	Fixed asset expenses (RM)	Monthly expenses (RM)	Other expenses (RM)	Total (RM)
Fixed Assets				
Office equipment and furniture	23,706.8			23,706.8
Working Capital				
Stationeries		100.0		100.0
Other Expenditure				
Signboard budget	150.0			150.0
Banner			200.0	200.0
Poster			150.0	150.0
Pre-Operations				
Deposit(banner, poster)			500.0	500.0
<b>Total</b>	<b>23,856.80</b>	<b>100.0</b>	<b>850.0</b>	<b>24,806.80</b>

The table above shows the detailed expense categorized into Fixed Assets, Working Capital, Other Expenditure, and Pre-Operations sections. It outlines the fixed asset expenses for office equipment and furniture, monthly expenses for stationeries, other expenses for signboard budget, banner, poster, and pre-operational deposit, along with their respective costs. The table culminates with a total summation, indicating fixed asset expenses of RM 23,856.80, monthly expenses of RM 100.0, other expenses of RM 850.0, and an overall total expense of RM 24,806.80, providing a comprehensive overview of the various costs associated with setting up a business or operation.

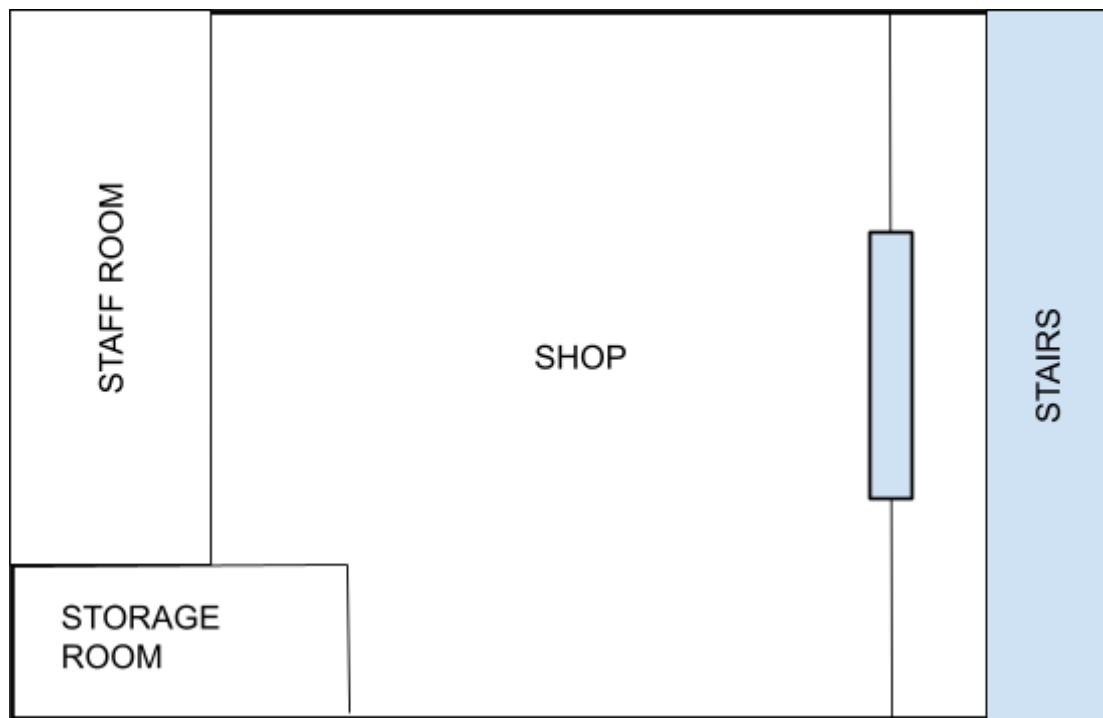
## 4.0 Operation Plan

### 4.1 Process Flow chart

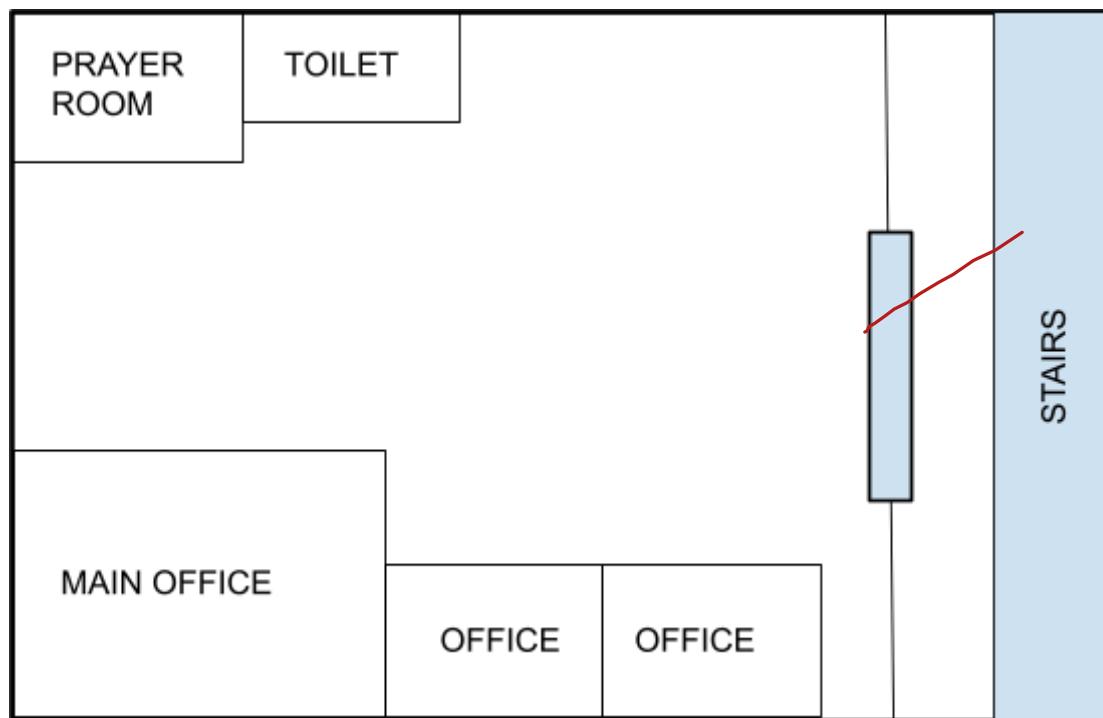


## 4.2 Operational Layout Plan

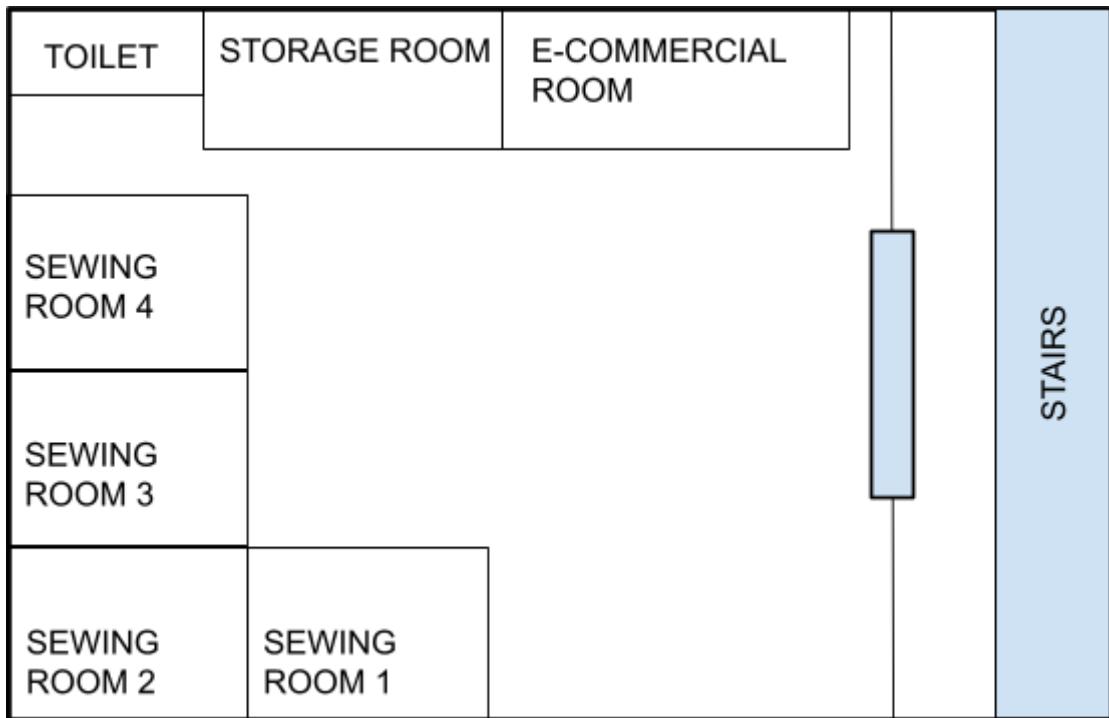
Ground Floor



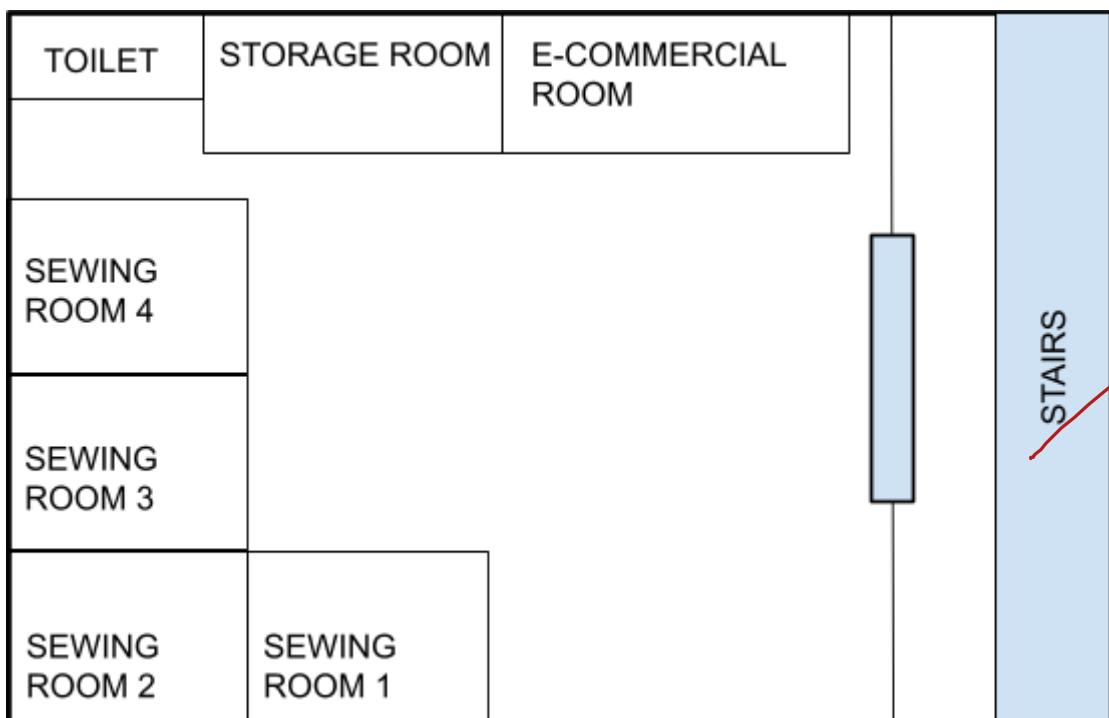
1st Floor



2ND FLOOR



3RD FLOOR



#### 4.3 Material Requirement

Material	Description
Fabric	Cotton twill, polyester, wool, denim, nylon, mesh
Lining Material	Cotton twill, polyester
Brim Material	Plastic insert, cardboard, flexible plastic
Sweatband Material	Cotton, terry cloth, polyester
Closure	Plastic snap closure, metal buckle closure, Velcro
Eyelets	Metal, plastic
Thread	Polyester, nylon, cotton
Decorative Elements	Embroidery thread, sequins, patches, studs
Labels and Tags	Brand labels, size labels, care instruction tags
Interfacing	Fusible interfacing, non-fusible interfacing
Foam	Polyurethane foam
Adhesive	Fabric glue, heat-activated adhesive
Packaging Material	Plastic bags, cardboard boxes, hang tags
Accessories	Buttons, rivets, chains (optional)



#### 4.4 Equipment & Furniture

Equipment/Furniture	Quantity	Price per Unit (RM)	Total Price (RM)
Sewing Machines	5	2,000	10,000
Cutting Machines	2	3,000	6,000
Irons	5	100	500
Cutting Tables	5	800	4,000
Workbenches	10	200	2,000
Storage Cabinets	8	800	6,400
Shelving Units	6	150	900
Quality Control Tools	1 set	1,000	1,000
Chairs	20	50	1,000
Total			31,000

#### **4.5 Production Planning**

Average sales forecast per month = RM 232,608

Price per unit = RM 50.00

$$\begin{aligned}\text{Number of output per month} &= \text{RM } 232,608 / 50 \\ &= 4652\end{aligned}$$


If the number of working days per month is 30 days. The amount of output to be produced per day is :

$$= 4652 / 30 \text{ days}$$

$$= 155 \text{ unit per day}$$


#### **4.6 Manpower Planning**

POSITION	NUMBER OF WORKER
Operation Manager	1
Operation Supervisor	1
Workers/Operator	2
<b>Total</b>	<b>5</b>

##### **4.6.1 Staff Remuneration**

NO	POSITION	NUMBER OF WORKER	SALARY/ PER MONTH	EPF (RM) 13%	SOCSO (RM) 2%	TOTAL (RM)

			(RM)			
1	Operation Manager	1	3,500	455	70	4,025
2	Operation Supervisor	1	2,000	260	40	2,300
3	Operators	2	1,500 x 2 =3,000	390	60	3,450
	<b>TOTAL</b>	<b>5</b>				<b>9,775</b>

#### 4.7 Operation Hours

Day	Time
Monday - Thursdays	9.00 a.m - 10.00 p.m.
Friday	9.00 a.m - 12.p.m.
Sunday	Closed

#### 4.8 Operational Budget

Item	Fixed Assets Expenses (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Machinery and equipment	31,000		
Vehicles	30,000		
Salaries, EPF, SOCSO		9,775	
Raw Materials		5,000	

Utilities		10,000	
Other expenditure: Road tax Insurance	-		
Total	61,000	24,775	85,775

#### **4.9 Project Implementation Schedule**

<b>Activities</b>	<b>Deadlines</b>	<b>Duration</b>
Application of business	Nov - Dec 2023	2 months
Application for permits	Nov - Feb 2024	4 Months
Searching of premise	Feb - March 2024	2 Months
Renovation of Premise	April - May 2024	2 Months
Procurement of machine and raw material	June - July 2024	2 Months
Recruitment of labors	Aug 2024	1 Months
Installation of Machine	Sep - Nov 2024	3 Months
Launch Business	Dec 2024	1 Months

## 5.0 Financial Plan

### Administrative Budget

ADMINISTRATIVE BUDGET		
Requirement	RM	RM
<b>FIXED ASSET</b>		
Office Equipment and Furniture	26,510.80	
Vehicle	30,000.00	
		<b>56,510.80</b>
<b>WORKING CAPITAL (monthly)</b>		
Salaries, EPF, SOCSO	37,260.00	
Utilities	1,000.00	
Office Rental	3,000.00	
Office Supplies	200.00	
Petrol	500.00	
		<b>41,960.00</b>
<b>OTHER REQUIREMENTS</b>		
Deposit	15,000.00	
Registration and Licenses	500.00	
Insurance and Road Tax	800.00	
Other Expenses	3,000.00	
		<b>19,300.00</b>
		<b>117,770.80</b>



### Marketing Budget

MARKETING BUDGET		
Requirement	RM	RM
<b>FIXED ASSET</b>		
Office Equipment and Furniture	<u>23,706.80</u>	
		<b>23,706.80</b>
<b>WORKING CAPITAL (monthly)</b>		
Stationeries	100.00	
		<b>100.00</b>
<b>OTHER EXPENDITURE</b>		
Signboard Budget	150.00	
Banner	200.00	
Poster	150.00	
		<b>500.00</b>
<b>PRE-OPERATIONS</b>		
Deposit (Banner, Poster)	500.00	
		<b>500.00</b>
		<b>24,806.80</b>



## Operating Budget

OPERATING BUDGET		
Requirement	RM	RM
<b>FIXED ASSET</b>		
Office Equipment and Furniture	31,000.00	
Vehicles	30,000.00	
		61,000.00
<b>WORKING CAPITAL (monthly)</b>		
Salaries, EPF, SOCSO	9,775.00	
Raw Materials	5,000.00	
Utilities	10,000.00	
		24,775.00
<b>OTHER EXPENDITURE</b>		
Road Tax Insurance	-	-
		85,775.00



## 5.1 Project Implementation Cost and Source of Finance

PROJECT IMPLEMENTATION COST		SOURCES OF FINANCE		
REQUIREMENTS	COST (RM)	LOAN	OWN CONTRIBUTION	
			CASH	EXISTING FIXED ASSETS
<b>FIXED ASSET</b>				
Office Equipment and Furniture	81,217.60		81,217.60	
Vehicle	30,000.00			30,000.00
Total	111,217.60			
<b>WORKING CAPITAL (1 months)</b>				
Administrative	41,960.00			
Marketing	100.00			
Operations	24,775.00			
Total	66,835.00	50,000.00	16,835.00	
<b>OTHER EXPENDITURE</b>				
Pre-Operation and Other Expenditure	19,800.00		19,800.00	
<b>Grand-total</b>	<b>197,852.60</b>			
<b>CONTINGENCIES 10%</b>	<b>19,785.26</b>		<b>19,785.26</b>	
<b>TOTAL</b>	<b>217,637.86</b>	50,000.00	<del>137,637.86</del>	30,000.00

## 5.2 Fixed Assets Depreciation Table

FIXED ASSET		Office equipment and furniture	
COST (RM)		81,217.60	
METHOD		Straight Line	
ECONOMIC LIFE		5	
YEAR	ANNUAL DEPRECIATION	ACCUMULATED DEPRECIATION	BOOK VALUE
0	-	-	81,217.60
1	16243.52	16243.52	64,974.08
2	16243.52	32487.04	48,730.56
3	16243.52	48730.56	32,487.04
4	16243.52	64974.08	16,243.52
5	16243.52	81217.60	0.00
6	0	0	0

FIXED ASSET		Vehicle	
COST (RM)		30,000.00	
METHOD		Straight Line	
ECONOMIC LIFE		5	
YEAR	ANNUAL DEPRECIATION	ACCUMULATED DEPRECIATION	BOOK VALUE
0	-	-	30,000.00
1	6000	6000	24,000.00
2	6000	12000	18,000.00
3	6000	18000	12,000.00
4	6000	24000	6,000.00
5	6000	30000.00	0.00
6	0	0	0

### 5.3 Loan Repayment Schedule (if needed)

LOAN REPAYMENT SCHEDULE				
AMOUNT		50000.00		
INTEREST RATE		6%		
DURATION		5		
YEAR	PRINCIPAL	INTEREST	TOTAL PAYMENT	PRINCIPAL BALANCE
0				50,000.00
1	10000	3,000.00	13,000.00	37,000.00
2	10000	2,220.00	12,220.00	24,780.00
3	10000	1,486.80	11,486.80	13,293.20
4	10000	797.59	10,797.59	2,495.61
5	10000	149.74	10,149.74	-
6	-	-	-	-

## 5.4 Proforma Cashflow Statement

MONTH	PRE-OPERATIONS	1	2	3	4	5	6	7	8	9	10	11	12	YEAR 1	YEAR 2	YEAR 3	
<b>CASH INFLOW</b>																	
Capital-Cash	35686	0	0	0	0	0	0	0	0	0	0	0	35686	0	0	0	
Loan	200000	0	0	0	0	0	0	0	0	0	0	0	200000	0	0	0	
Cash Sales	55825.92	83738.88	111651.84	139564.80	167477.76	195390.72	223303.69	251216.64	279129.60	390781.44	418694.40	474520.32	2791296.00	3070425.60	3530989.44		
Collection of Accounts Receivable	0	0	0	0	0	0	0	0	0	0	0	0					
<b>TOTAL CASH INFLOW</b>	<b>235686</b>	<b>55825.92</b>	<b>83738.88</b>	<b>111651.84</b>	<b>139564.8</b>	<b>167477.76</b>	<b>195390.72</b>	<b>223303.69</b>	<b>251216.64</b>	<b>279129.6</b>	<b>390781.44</b>	<b>418694.4</b>	<b>474520.32</b>	<b>3026982</b>	<b>3070425.6</b>	<b>3530989.44</b>	
<b>CASH OUTFLOW</b>																	
<b>Administrative Expenditure</b>																	
Salary, EPF, SCSO	37260	37260	37260	37260	37260	37260	37260	37260	37260	37260	37260	37260	447120	547120	647120		
Utilities	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000	12600	13608		
Office Rental	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	36000	37800	40824		
Office Supplies	200	200	200	200	200	200	200	200	200	200	200	200	2400	2520	2721.60		
Petrol	500	500	500	500	500	500	500	500	500	500	500	500	6000	6300	6804		
<b>MARKETING EXPENDITURE</b>																	
Signboard	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Banner	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Poster	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Operations Expenditure</b>																	
Raw material	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	60000	65000	69000		
Salary, EPF, SCSO	9775	9775	9775	9775	9775	9775	9775	9775	9775	9775	9775	9775	117300	120600	124800		
Utilities	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	120000	13600	14180		
<b>Other Expenditure</b>																	
Deposit	10000	0	0	0	0	0	0	0	0	0	0	0	10000	10750	12010		
Registration and License	500	0	0	0	0	0	0	0	0	0	0	0	500	525	567		
Insurance and Roadtax	800	0	0	0	0	0	0	0	0	0	0	0	800	840	908		
Other Expenses	1000	0	0	0	0	0	0	0	0	0	0	0	1000	1150	1402		
<b>Pre-Operation</b>																	
Deposit (banner,Poster and Signboard)	650	0	0	0	0	0	0	0	0	0	0	0	650	0	0		
<b>Fixed Assets</b>																	
Office Equipment	23706.8	0	0	0	0	0	0	0	0	0	0	0	23706.8	0	0		
Vehicle	30000	0	0	0	0	0	0	0	0	0	0	0	30000	0	0		
Machinery and Equipment	1586	0	0	0	0	0	0	0	0	0	0	0	1586	0	0		
<b>Hire-Purchase Repayment</b>																	
<b>Loan Payment</b>																	
Principal	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	36000	36000	36000		
Interest	900	900	900	900	900	900	900	900	900	900	900	900	10800	8557	6314		
<b>Tax Payable</b>																	
<b>TOTAL CASH OUTFLOW</b>	<b>55942.8</b>	<b>82935</b>	<b>82935</b>	<b>82935</b>	<b>915862.8</b>	<b>863362</b>	<b>976258.6</b>										
<b>CASH SURPLUS (DEFICIT)</b>	<b>179743.2</b>	<b>-27109.08</b>	<b>803.88</b>	<b>28716.84</b>	<b>56629.8</b>	<b>84542.76</b>	<b>112455.72</b>	<b>140368.69</b>	<b>168281.64</b>	<b>196194.6</b>	<b>307846.44</b>	<b>335759.4</b>	<b>391585.32</b>	<b>2111119.2</b>	<b>2207063.6</b>	<b>2554730.84</b>	
<b>BEGINNING CASH BALANCE</b>	<b>0</b>	<b>179743.2</b>	<b>152634.12</b>	<b>153438</b>	<b>182154.48</b>	<b>238784.28</b>	<b>323327.04</b>	<b>435782.76</b>	<b>576151.45</b>	<b>735433.09</b>	<b>931627.69</b>	<b>1239474.13</b>	<b>1575233.53</b>	<b>0</b>	<b>2111119.2</b>	<b>4318182.8</b>	
<b>ENDING CASH BALANCE</b>	<b>179743.2</b>	<b>152634.1</b>	<b>153438</b>	<b>182154.48</b>	<b>238784.28</b>	<b>323327.04</b>	<b>435782.76</b>	<b>576151.45</b>	<b>735433.09</b>	<b>931627.69</b>	<b>1239474.13</b>	<b>1575233.53</b>	<b>1966818.85</b>	<b>2111119.2</b>	<b>4318182.8</b>	<b>6872913.64</b>	

## 5.5 Proforma Profit and Loss (Income Statement)

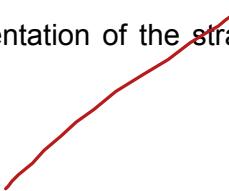
PRO FORMA PROFIT AND LOSS			
	YEAR 1	YEAR 2	YEAR 3
Sales	2,791,296.01	3,070,425.60	3,530,989.44
Less: Cost of sales	0	0	0
Opening stock	0	0	0
Purchases	0	0	0
Less: Ending stock	0	0	0
Carriage inward and duty	0	0	0
<b>GROSS PROFIT</b>	<b>2,791,296.01</b>	<b>3,070,425.60</b>	<b>3,530,989.44</b>
Less: Expenditure			
Administrative Expenditure	503,520	606,340	711,077.60
Marketing Expenditure	0	0	0
Operation Expenditure	297,300	199,200	14,887
Business Registration and Licenses	500	525	567
Insurance and Road Tax	800	840	908
Other Pre-Operations Expenditure	650	0	0
Interest on Hire Purchase	0	0	0
Interest on Loan	10,800	8,557	6,314
Depreciation of Fixed Assets	22243.52	22243.52	22243.52
<b>Total Expenditure</b>	<b>835,813.52</b>	<b>837,705.52</b>	<b>755,997.12</b>
<b>Net Profit Before Tax</b>	<b>1,955,482.49</b>	<b>2,232,720.08</b>	<b>2,774,992.32</b>
Tax	0	0	0
<b>Net Profit After Tax</b>	<b>1,955,482.49</b>	<b>837,705.52</b>	<b>755,997.12</b>
<b>Accumulated Net Profit</b>	<b>1,955,482.49</b>	<b>837,705.52</b>	<b>755,997.12</b>

## 5.6 Proforma Balance Sheet

PRO FORMA BALANCE SHEET			
	YEAR 1	YEAR 2	YEAR 3
<b>ASSETS</b>			
NON-CURRENT ASSETS			
Office Equipment and Furniture	64974.08	48730.56	32487.04
Vehicle	24000	18000	12000
<b>CURRENT ASSETS</b>			
Raw Materials	60,000	65,000	69,000
Finished Goods			
Account Receivables	0	0	0
Cash Balance	2111119.2	4318182.8	6872913.64
<b>TOTAL ASSETS</b>	2260093.28	4449913.36	6986400.68
<b>OWNER'S EQUITY</b>			
Capital	35,686.00	35,686.00	35,686.00
Accumulated Profit	1,955,482.49	837,705.52	755,997.12
<b>NON-CURRENT LIABILITIES</b>			
Bank Loan	37000	24780	13293.2
<b>CURRENT LIABILITIES</b>			
Account Payable	0	0	0
<b>TOTAL EQUITY AND LIABILITIES</b>	2028168.49	898171.52	804976.32

## **6.0 Conclusion**

Finally, Capism Enterprise provides a thorough business plan for starting a small fashion retail business that specializes in high-end caps. The organization hopes to use an e-commerce model to reach clients nationally while keeping reasonable prices and excellent product quality. It has a strong team of partners that contribute experience from a variety of functional areas. Capism aims to create a strong market presence and foster client loyalty by emphasizing exceptional materials, stylish yet useful designs, and first-rate customer service. This plan's comprehensive operational, marketing, and financial strategies offer a road map for effective implementation, giving the organization confidence to meet its goals. Capism Enterprise has the potential to create a significant impact in the dynamic fashion retail industry of Malaysia through a start-up capital investment, the successful implementation of the ~~strategies~~ stated, and an unshakable devotion to its vision and goal.



## 7.0 Appendices

### Registration Certificate

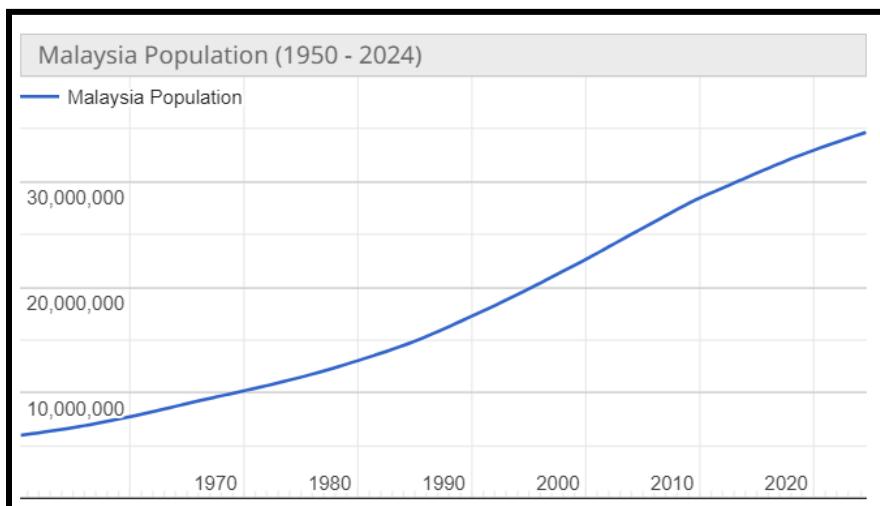


## Business Card



## Research Findings

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- The current population of **Malaysia** is **34,579,871** in 2024, based on Worldometer elaboration of the latest United Nations data 1.
- Malaysia 2023 population is estimated at **34,308,525** people at mid-year.
- Malaysia ranks number **46** in the list of countries (and dependencies) by population.
- The **median age** in Malaysia is **30.8 years**.