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FACULTY OF ACCOUNTANCY , FINANCE AND BUSINESS
BACHELOR OF BANKING AND FINANCE

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BJEL2013 ENGLISH FOR CAREER PREPARATION

PROPOSAL WRITING

Topic:
MOXA Partnership Proposal for Malaysia Market Expansion

Prepared by

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Prepared for: Mr. CHRISTOPHER QUAH WAI KHEONG

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Introduction

We are pleased to submit our proposal to collaborate with MOXA in introducing the implementation of practical, cost-efficient network services within Malaysia. The services consist of rugged managed and unmanaged Ethernet switches for industrial environments that support redundancy. We were invited by the CO-CEO of the MOXA company, Michael Lin because MOXA has an interest in a partnership to expand in Malaysia's market. We are specialists in developing cheap and high-quality plans for over 10 years, serving clients across various industrial sectors throughout Malaysia. Our services have consistently been recognised for their reliability and value, as reflected in the positive feedback from our customers and the long-term partnerships we have built. Moreover, we were the first service providers in the region that focus on designing highly efficient, budget-friendly industrial network architectures. An approach that directly supports MOXA's mission to deliver dependable connectivity in global real-world environments. In this proposal, we have outlined our technical plan, implementation approach, project schedule, resource requirements, and budget estimation for your review.

Project Background

MOXA is well known around the world for producing strong, reliable, and long-lasting industrial networking hardware. However, because MOXA is not based in Malaysia, we understand it can be challenging to fully understand the local market, especially the growth of different industries and their technical needs.

We offer you our services as a solution, which is a partnership with MOXA to use industrial-grade, affordable, and highly compatible hardware in our network solutions. With over 10 years of experience, we handle everything from network design to installation and post-sales support. By combining MOXA's hardware with our local expertise, we can provide better performance, stronger security, and more stable networks for Industry 4.0 needs in Malaysia.

Based on our work with various Malaysian industries such as food production factories, logistics centres and transport communication systems, we clearly understand the challenges they face. Most companies want a strong and reliable network, but they must also control their spending and choose solutions that can last long-term.

In Malaysia, many industrial companies are moving towards Industry 4.0. They need secure and stable network systems to support automation, IoT devices, and real-time data. But one of the biggest problems they face, especially for SMEs, is the high cost of enterprise networking hardware. This causes many companies to delay upgrading their systems, which leads to slow performance, more downtime, and higher cybersecurity risks.

This partnership will improve the quality of our solutions and make it easier for Malaysian companies to move towards digitalisation. In the end, it will help organisations work more efficiently, safely, and with greater confidence as they adopt smarter industrial technologies.

Plan

In order to support MOXA's market expansion in Malaysia by helping local businesses transition away from outdated and costly networking hardware, our team proposes the following plan. This plan explains how we will build technical capability, validate MOXA hardware for the Malaysian environment, and drive adoption through targeted pilot deployments and promotional activities.

a) Partnership Engagement and Authorization

The first stage of our plan is to establish a formal partnership with MOXA. We will submit the required authorization documents and arrange meetings with MOXA's regional team. During these discussions, we aim to align on partnership terms, certification pathways, and market development support. Completing this step early ensures a clear foundation for collaboration.

b) Technical Evaluation and Validation

Following the partnership setup, our engineering team will conduct extensive technical evaluations using MOXA hardware. This includes laboratory tests focusing on compatibility, cybersecurity, redundancy features, and durability. In addition, we will carry out structured troubleshooting scenarios to simulate real-world faults such as link failures, configuration conflicts, device recovery conditions, and interoperability issues. This validation process ensures that MOXA devices can confidently replace aging equipment widely used by SMEs and industrial facilities. Upon completion, a comprehensive evaluation and troubleshooting report will be prepared for MOXA.

c) Solution Development and Integration Design

After the evaluation phase, we will develop complete industrial networking solution packages based on MOXA equipment. These will include reference architectures, configuration templates, SOPs and deployment checklists tailored for key industries such as manufacturing, utilities, transportation, and SMEs. This step allows quick adoption by providing ready-to-deploy Malaysian-specific solutions.

d) Staff Technical Training and Certification

To ensure reliable delivery, we will enrol our engineering team in MOXA's certification and technical training programmes. These sessions will include hands-on configuration, troubleshooting practice, and advanced product training. With these certifications, our team will be fully prepared to deliver MOXA solutions professionally and consistently.

e) Pilot Deployment with Selected Clients

To build market confidence, we will conduct pilot deployments with selected SMEs and industrial clients. We will deploy MOXA-based network solutions, monitor real-time performance, gather user feedback, and document success stories. These pilot results will serve as strong references for wider market adoption.

f) Market Expansion and Online Promotion

After successful pilots, we will launch online promotional activities to expand MOXA's reach. This includes preparing MOXA-branded brochures and conducting briefings with industrial businesses. These activities create awareness, establish trust, and accelerate adoption across Malaysia.

g) Feedback and Improvement

Across every stage, from technical evaluation to promotional activities, we will actively gather feedback from clients, engineers, and MOXA's team. At the end of each phase, the final three days will be dedicated to review meetings to consolidate insights, address issues, and agree on improvements.

Schedule

| No. | Phase | Duration |
|-----|---|---------------------------|
| 1 | Partnership Engagement & Authorization | 12 Dec 2025 - 29 Dec 2025 |
| 2 | Technical Evaluation & Validation | 30 Dec 2025 - 20 Jan 2026 |
| 3 | Solution Development & Integration Design | 21 Jan 2026 - 31 Mar 2026 |
| 4 | Staff Technical Training & Certification | 1 Apr 2026 - 30 Jun 2026 |
| 5 | Pilot Deployment with Selected Clients | 1 Jul 2026 - 30 Sep 2026 |
| 6 | Market Expansion & Online Promotion | 1 Oct 2026 - 27 Nov 2026 |
| 7 | Feedback & Improvement | 28 Nov 2026 - 30 Nov 2026 |

Budget

| Category | Item | Description | Basis / Unit | Estimated Cost (MYR) |
|--|---|--|------------------------|----------------------|
| A. Staff & Operation | Project Manager | Oversee partnership, budgeting, and project timeline | RM6,000/month × 12 | 72,000 |
| | Technical Engineer (3 pax) | Hardware evaluation, lab testing, solution design, pilot support | RM4,000/month × 12 × 3 | 144,000 |
| | Sales & Admin Support (2 pax) | Procurement, documentation, CRM, coordination | RM3,000/month × 12 × 2 | 72,000 |
| | Marketing Manager | Lead go-to-market strategy and MOXA alignment | RM6,500/month × 12 | 78,000 |
| | Marketing Executive (3 pax) | Content creation, campaign execution, event support | RM3,500/month × 12 × 3 | 126,000 |
| Subtotal A | | | | 492,000 |
| B. Operational & Marketing Expenses | Office Utilities & Communication | Internet, power, phone, conferencing tools | RM1,000/month × 12 | 12,000 |
| | Transportation & Site Visits | Supplier meetings, warehouse visits, client factory visits | RM2,000/month × 12 | 24,000 |
| | Meetings, Training & Seminars | MOXA partner sessions, industry engagement | Lump sum | 30,000 |
| | Marketing Campaigns & Digital Promotion | Online ads, brochures, landing pages, online launch & | Lump sum | 60,000 |

| | | | | |
|---|---------------------------|---|--|----------------|
| | | promotions | | |
| Subtotal B | | | | 126,000 |
| C. Hardware & Infrastructure | Initial Hardware Purchase | Pilot batch of MOXA L2/L3 switches, routers, converters for testing, demo & POC deployments | 10 x L2 Managed Switches 8 x L2/L3 Industrial Switches 8 x Industrial Security Routers 12 x Unmanaged Switches for SME pilots | 150,000 |
| | Warehouse Rental & Setup | Inventory storage and environmental control | RM3,000/month × 12 | 36,000 |
| | Tools & Equipment | Testing tools, racks, installation kits | One-time | 5,000 |
| Subtotal C | | | | 191,000 |
| D. Contingency & Miscellaneous | Contingency Fund (10%) | Unforeseen costs, hardware fluctuation, extra marketing | 10% of A+B+C | 76,700 |
| Subtotal D | | | | 76,700 |
| Total Estimated Budget | | | | 885,700 |

Staffing

Our company has over 10 years of experience delivering industrial network solutions in Malaysia, focusing on cost-effective architectures and high-quality hardware deployments. We design, install and maintain network systems for numerous industrial clients, including Rapid KL's railway station network project and McDonald's Malaysia's food processing factory. Our reliability and excellent service have earned us a strong reputation in the industry and within the network sector. Furthermore, we maintain a close partnership with Fortinet and TM to ensure the security of network integration.

This project will be led by Ms Ong YiXin, who has 15 years of experience in industrial networking and previously served as a senior network consultant for Siemens Digital Industries. She received the APAC Industrial Connectivity Award in 2021.

She will be supported by 3 technical engineers and 2 solution specialists experienced in network design, networking hardware evaluation, installation and post-deployment support.

Authorisation

We believe this proposal will help MOXA increase its subscription by 20% within one year and support MOXA's expansion in Malaysia. We will work with full responsibility and clear communication throughout the partnership.

If we do not reach the 20% subscription target, we will provide extra support as compensation. We will offer 2 months of free marketing service for MOXA and share 5% of our profit to show our commitment and confidence in this partnership.

If MOXA agrees with this proposal, please sign the attached page and return it to us by the agreed date. We are confident that we can achieve the 20% subscription growth with our services and efforts.

TURNITIN Result

Proposal

by YI XIN ONG

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Proposal

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