



**UOW**  
**MALAYSIA**  
KDU

PART OF THE UNIVERSITY  
OF WOLLONGONG AUSTRALIA  
GLOBAL NETWORK

## **School of Business**

**Bachelor of Business (Hons)**

**Bachelor of Business with Law (Hons)**

**Bachelor of Accounting (Hons)**

**Bachelor of Arts (Hons) in Banking & Finance**

**Bachelor of Accounting and Finance (Hons)**

**Bachelor of Communication (Hons)**

**Bachelor of Software Engineering (Hons)**

**Bachelor of Information System (Hons)**

**Bachelor of Game Development (Hons)**

## **MPU3243/3243N/3243G Entrepreneurship**

### **Assignment 2: Business Plan Presentation**

**Submitted By:**

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## PPT Slides (G6 Ventures Sdn Bhd)

### Entrepreneurship Assignment 2

Business Plan Presentation: Pineapple leather wallet

Company name: G6 Ventures Sdn Bhd



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### Description of Product



#### Pineapple leather (Pinatex) Wallet

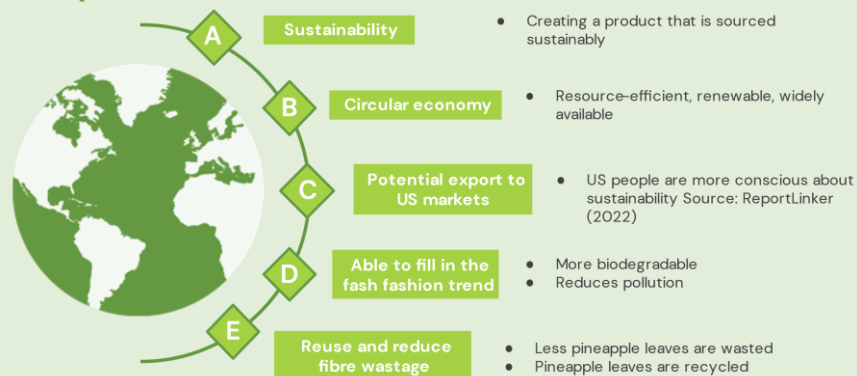
- Source of idea
  - [https://www.youtube.com/watch?v=RneBt\\_q2ssg](https://www.youtube.com/watch?v=RneBt_q2ssg)
  - <https://www.youtube.com/watch?v=2GAqX9YGAr8>
- What is Pinatex?



#### Process of making Pineapple leather

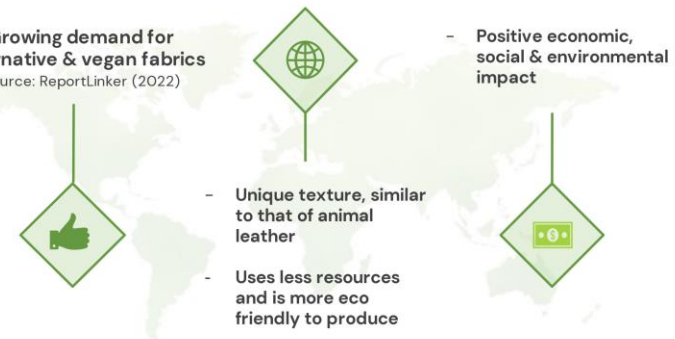
1. Fibre extraction
2. Fibre purification
3. Non-woven mesh
4. Coating
5. Finishing

### Gaps/ Trends/ Problem addressed by the product



### Uniqueness and innovativeness of the product

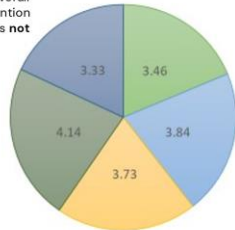
Growing demand for alternative & vegan fabrics  
Source: ReportLinker (2022)



## Market Demand Analysis

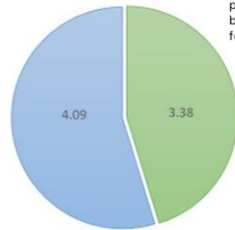
(Descriptive analysis)

P-value= 0.288 > 0.05  
The value implies that the difference in overall purchase intention between the groups is **not significant**.



Below 21 y/o  
21-34 y/o  
35-44 y/o  
45-54 y/o  
>55 y/o

P-value= 0.000169 < 0.05  
The value implies that the difference in overall purchase intention between male and female is **significant**.



Male  
Female

Target Market Segment (Anova & T-test)

- Our analysis indicates that our target market segment is the female gender of any age group.

## Market Segmentation (Target Market)

Demographic

- Female
- Any age (ideally 18 and above)

Geographic

- Selangor
- Kuala Lumpur

Psychographic

- Conscious about the environment
- Open/interested in alternative fabrics
- Zero-waste lifestyle

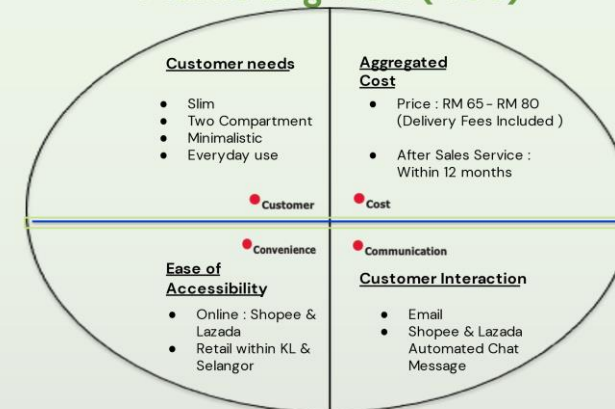
Behavioral

- Variety-seeking buying behaviour
- Benefits sought
- Value-based pricing

## Competitive Analysis

			
Brands	G6 Ventures	Bellroy	Marks & Spencers
Price (RM)	RM80	RM549	RM180
Materials used	Pineapple leather	Leather	Leather
Durability	7/10	9/10	7/10
Size/ Design	Slim & Minimalistic	Slim	Small & compact
Warranty	1 year warranty & after sales service	3 years warranty	6 months warranty
Features	Card, cash & coin holder, key-chain/ tag holder	Card & cash holder, RFID lining	Card, cash & coin holder

## Marketing Plan (4Cs)



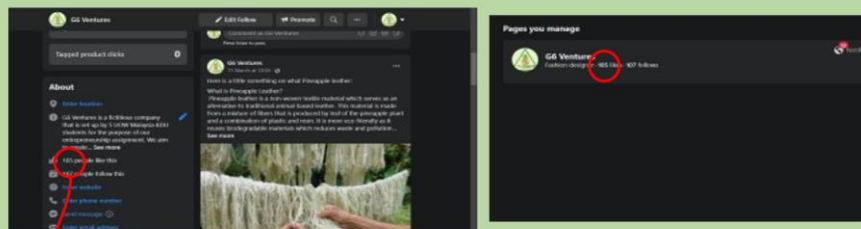
## Marketing Plan (4Ps)

<p><b>Package A</b></p> <ul style="list-style-type: none"> <li>Dainty Wallet catering for Female Above 18 Yrs old</li> <li>After Sales Service : Within 12 months</li> </ul> <p><b>Package B</b></p> <ul style="list-style-type: none"> <li>Classy Wallet catering for Female Above 18 Yrs old</li> <li>After Sales Service : Within 12 Months</li> </ul> <p><b>Product</b></p>	<p><b>Pricing Strategy 1</b></p> <ul style="list-style-type: none"> <li>Value based pricing : RM 80</li> <li>Higher profits based on perceived benefits/ value</li> </ul> <p><b>Pricing Strategy 2</b></p> <ul style="list-style-type: none"> <li>Cost based pricing : RM 65</li> <li>Classic design &amp; colour</li> </ul> <p><b>Price</b></p>
<p><b>Distribution Strategy 1</b></p> <ul style="list-style-type: none"> <li>Online Platform: Shopee &amp; Lazada</li> </ul> <p><b>Distribution Strategy 2</b></p> <ul style="list-style-type: none"> <li>Brick and Mortar retail store in Kuala Lumpur &amp; Selangor</li> </ul> <p><b>Place</b></p>	<p><b>Promotion Strategy 1</b></p> <ul style="list-style-type: none"> <li>Social Media Advertising : Online Ads through Facebook ,Instagram and TikTok</li> </ul> <p><b>Promotion Strategy 2</b></p> <ul style="list-style-type: none"> <li>Refunds &amp; Rebates : "Money-back guarantee"</li> </ul> <p><b>Promotion</b></p>

## Projected Income Statement

Income Statement	Yr1	Yr2	Yr3
<b>Revenue (Projected)</b>	<b>80,000</b>	<b>100,000</b>	<b>120,000</b>
Beginning Inventory (BI)	0	127	474
Purchases (P)	15,856	20,009	23,784
Less: Ending Inventory (EI)	127	474	663
Cost of Goods Sold, COGS (BI + P - EI)	15,729	19,662	23,595
<b>Gross Profit (Revenue - COGS)</b>	<b>64,271</b>	<b>80,338</b>	<b>96,406</b>
Salaries and Benefits	29,000	29,000	29,000
Transportation	2,000	2,000	2,000
Tools	100	0	0
Sales & Marketing	19,560	19,560	19,560
Research & Development	19,560	19,560	19,560
General & Administration	9,780	9,780	9,780
<b>Total Expenses</b>	<b>80,000</b>	<b>79,900</b>	<b>79,900</b>
<b>Earnings Before Tax, EBT (Gross Profit - Total Expenses)</b>	<b>-15,729</b>	<b>438</b>	<b>16,506</b>
Taxes @ 29%	0	127	4,787
<b>Net Earnings, NE (EBT - Taxes)</b>	<b>-15,729</b>	<b>311</b>	<b>11,719</b>
<b>Financial Management</b>			
Unit Sold	1,000	1,250	1,500
Contribution margin (Price/unit - Cost/unit)	64	64	64
Fixed cost, FC (Total Expenses)	80,000	79,900	79,900
Investment requested from investor	60,000	0	0
<b>Breakeven, BE (FC ÷ Contribution Margin)</b>	<b>1,243</b>	<b>1,243</b>	<b>1,243</b>
<b>Return on Investment, ROI (NE ÷ Invest) %</b>	<b>-26%</b>	<b>1%</b>	<b>20%</b>

## Social Media (Facebook Page)



105 likes & 107 follows



## Prototype Demo

Pineapple Leather Wallet



## References/Bibliography

Belic, A. (2019). *5 Reasons Why You Need a Card Wallet* • Bagbizmo [online] Bagbizmo. Available at: <https://getbagbizmo.com/card-wallet-benefits/> [Accessed 22 Mar. 2022].

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\*Video presentation slide