UNIVERSITI TEKNOLOGI MALAYSIA

FACULTY OF ENGINEERING, SCHOOL OF COMPUTING

SKUDAI, 81310 JOHOR BAHRU, JOHOR DARUL TAKZIM

UHAK 1032 - 24: INTRODUCTION TO ENTREPRENEURSHIP

BUSINESS PLAN REPORT AIR TANGAN IBU

LECTURER:

MR HAIRUDIN BIN ABDUL MAJID

TEAM NAME:

VICTICUS FOODIE ENTERPRISE

PREPARED BY:

Muhammad Amirul Fahmi Bin Noor Anim (B19EC0018)

Nuramyra Natasha Binti Ismalludin (B19EC0035)

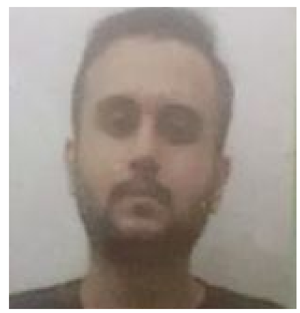
Muhammad Khizar Farooq Hussain (A18CS4011)

Nur Hasanah Binti Sariddon (B19EC0033)

Mohd Anas Bin Adnan (B19EC0043)

TEAM MANAGEMENT

 NURAMYRA NATASHA BINTI ISMALLUDIN	 MUHAMMAD AMIRUL FAHMI BINTI NOOR ANIM	 NUR HASANAH BINTI SARIDDON

 MOHD ANAS BIN ADNAN	 MUHAMMAD KHIZAR FAROOQ

GROUP MEMBER

1. NURAMYRA NATASHA BINTI ISMALLUDIN
    a. Chief Executive Officer
2. MOHD ANAS BIN ADNAN
    a. Chief Technology Officer
3. NUR HASANAH BINTI SARIDDON
    a. Chief Financial Officer
4. MUHAMMAD AMIRUL FAHMI BIN NOOR ANIM
    a. Chief Operation Officer
5. MUHAMMAD KHIZAR FAROOQ HUSSAIN
    a. Chief Marketing Officer

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EXECUTIVE SUMMARY

Air Tangan Ibu is a business that will allow a person to legally prepare certain foods in her home kitchen and sell them on a small scale. To be specific it is a service for buying delicious and fresh homemade foods. It will be prepared by the housewife according to the menu that will be cooked daily. Therefore, every day the menu will be different. The housewives will update what will be cooked today and will take a certain number of orders and will cook with the dishes. This business will be focused on working people who are busy with office hours and bachelors away from home and do not know how to prepare their own meals. Those interested in buying homemade food will see and order the application we have and update the menu every day. Food ordering is limited to 2 p.m. to make it easy for housewives to cook food that can be taken for dinner in the evening. In the first three years of operation, Air Tangan Ibu plans to open in three or four franchises that will be located near houses to make it easier for customers to pick-up ordered food. The target market is residents in the residential area.

In terms of marketing and competitors we focus on borders in a more engaging way by advertising our business, getting to know more and collaborating with vendors. Before that we need to know about the number of competitors, Air Tangan Ibu provides healthy homemade food unlike what they buy from stalls. All ingredients are calculated perfectly according to what is needed for daily intake. Moreover, the average income and methods for generating income are quite clear on how cash flows. The ability to create an "entry barrier" for potential competitors may or may not be because we have never heard of a homemade food business prepared by housewives. In addition, it can be satisfactory for customers who are employees so that they can identify that our business is beneficial to them even on busy days they can still get healthy food to provide good energy from the homemade food we provide. For finance in our business in developing this business, we need an office as a place for us to do meetings and keep business-related files. In addition, with the profit derived from a certain amount of food will be given. The salary of a cook depends on the amount of food produced from the total order from the customer.

As for the organization, Air Tangan Ibu is managed by five members led by the Chief Executive Officer, Nuramyra Natasha Ismalludin who their jobs are always to create and to make sure to achieve the organization's vision and mission while thinking of the company's strategy goal to make sure maintaining awareness of competition in business. The CEO also manages general operations in the company. The Chief Technology Officer is led by Mohd Anas Bin Adnan needs to ensure that the latest applications, hardware and processes support the goals and employees of the organization. Nur Hasanah Binti Sariddon as Chief Financial Officer will manage the financial affairs in and out for Air Tangan Ibu. Among the types of finance managed are employee salaries, cook salaries, preparation of cooking materials for cooks and operating offices. In addition, the chief of finance also analyses the financial strengths of the company and recommends improving weaknesses. Next, the Chief Operations Officer, Muhammad Amirul Fahmi Bin Noor Anim plays a role in managing the business within the company, it is more focused on implementing the Air Tangan Ibu business plan. Lastly, Muhammad Khizar Farooq Hussain is the Chief Marketing Officer responsible for creating, communicating, and designing ads that have value for customers.

1. INTRODUCTION

A. Name of Business

Viciticus Foodie Enterprises is food. Our industry is focused on food services that will be made available to customers. Since it means "nutrition" or "way of life." Victus has selected Air Tangan Ibu as a business name based on the food that the mother provides. What is ‘Air Tangan’? It refers to an idiom which means the work of a person. Air Tangan is also better known as the cooking of a person and Ibu means mother in Malay language. Therefore, Air Tangan Ibu is a homemade food prepared by a housewife specially called Mother.

B. Type of Business

Air Tangan Ibu provides this type of food service business. The statistics show that so many people work in Malaysia, including women. People love to eat nutritious food, but their busy lives don't encourage them to prepare. This type of business makes ready-to-eat food. The type of food served is in the form of home-made food and is particular for dinner. The food supplied is full of essential nutrients. In addition, a large customer base can be developed for this company. Eventually, this may lead to restaurants and other market options. In addition, this style of company serves chefs who offer a wide range of delicious and nutritious food to individuals.

C. Industry Overview

Since the epidemic, we find our finances and incomes dwindling. Various ways of thinking about having a side income to earn an income to fulfil everyday needs. Among them would be one of the ways to generate income, and the attraction of many people is in the foodservice industry. As we all know that food is an everyday need, the company to be established is in the food industry. Therefore, this business would also provide job opportunities for women or housewives who often cook at home to raise income by selling cooked food every day. This offers an incentive for people who are still working overtime to make it easy for them to get good food even though they're busy working.

D. Location of Business

The growth of this industry continues to increase momentum as we aspire to grow our business before people know about it. So, Air Tangan Ibu chooses the business location around the residential area. In the first three years of operation, Air Tangan Ibu plans to open three or four franchises that will be located near the home to make it easier for customers to take ordered food.

E. Date of Commencement

Air Tangan Ibu will start the business gradually, only certain places are available. The business start date is around November 2020 to be fully operational.

F. Factors Influencing Choice of Business

One of the main reasons we chose a food-related business and set up an Air Tangan Ibu business was because since the covid-19 virus struck it has resulted in many people losing their jobs and their sources of income dwindling. Therefore, trading in food is the best option to generate income because food is a necessity and unlimited market dominance. So, Air Tangan Ibu platform has given women or housewives the opportunity to increase their family income by selling dishes that can be prepared from their home kitchen.

G. Business Potential

Among the business potential of Air Tangan Ibu for being on top derived from the technological advance that we use as an online platform for a customer to place orders. Every day, the chef can update his menu with a variety of food according to the trends that make it more attractive in the industry. Since food is our daily necessity, our potential business can attract customers to be with us. In addition, we accept suggestions from our customers that are unique to our business. Our online platform service has simple functionality, and this application is easy to use for all ages. In addition, in the area of marketing, Air Tangan Ibu uses numerous marketing strategies as a business potential, including ads on multiple platforms. In addition, we are now partnering with small business vendors to maximise the potential of the business so that more customers know about the business.

2. PURPOSE

This business plan provided by Victicus Foodie Enterprise: Air Tangan Ibu is to obtain a loan of RM 200,000 from Maybank. The amount obtained from the loan will be used as a start-up business for office expenses, furniture and office equipment, computer equipment, operations and expenses. Air Tangan Ibu sets out these guidelines in managing the early stages of business.

3. BACKGROUND OF THE BUSINESS

A. Name of Business

Company Name: Victicus Entreprise

Product Name: Air Tangan Ibu

B. Business Address

Jalan Pulai Utama 21/1, Taman Pulai Utama, 81110, Johor Bahru, Johor.

C. Correspondence Address

School of Computing, Universiti Teknologi Malaysia, N28A, Lingkaran Ilmy, 81310 Johor Bahru, Johor

D. Telephone Number

013-704 6125

E. Form of Business

Type of business: Food Services

Type of legal entity: Enterprise

Business was established on: 23th November 2020

Business located at: Jalan Pulai Utama 21/1, Taman Pulai Utama, 81110, Johor Bahru, Johor.

Type of facilities needed: Property, furniture, computers.

The number of employee: 5 staff members

The operation information:

Operation Day Business: Monday - Sunday (10 a.m - 10 p.m)

Air Tangan Ibu App : Monday - Sunday (8 a.m - 12 a.m)

F. Main Activity

The main activity for Air Tangan Ibu is to provide customers with healthy and nutritious homemade food services and to ensure that food production and cleanliness are supervised. List of the activity that will manage to thrive as below :-

1) Chef will update the menu for dinner everyday in the application.
2) Customers can order within the time given which is 10 a.m - 2 p.m.
3) Customers can pick up the food that has been ordered at selected residences.

G. Date of Commencement of Business

23th November 2020

H. Date of Business Registration

1st January 2021

I. Business Registration Number

XCITE-20202644

J. Name of Bank

Maybank

K. Bank Account Number

3212454230317561

L. Equity Contribution

RM 140, 768.00

4. BACKGROUND OF PARTNERS/SHAREHOLDERS

A. Background of CEO

a. Name : Nuramyra Natasha Binti Ismalludin
b. Identity Card Number : 980502-14-6234
c. Permanent Address : No 11, Jalan Kosas 2/1 Taman Kosas Ampang Selangor.
d. Correspondence Address : No 11, Jalan Kosas 2/1 Taman Kosas Ampang Selangor.
e. Telephone Number : 011 1165 0466
f. Date of Birth : 02-05-1998
g. Age : 23
h. Marital Status : Single
i. Academic Qualification : Degree
j. Courses Attended : Bachelor Degree in Computer Science (Graphic and Multimedia Software)
k. Skills : Designing and soft skills
l. Experiences : Join in business and part-time cashier

B. Background of COO

a. Name : Muhammad Amirul Fahmi Bin Noor Anim
b. Identity Card Number : 981227-01-6455
c. Permanent Address : No 33, Jalan Sri Kesang 2, Taman Sri Kesang, 84000, Muar, Johor
d. Correspondence Address : No 33, Jalan Sri Kesang 2, Taman Sri Kesang, 84000, Muar, Johor
e. Telephone Number : 013-704 6125
f. Date of Birth : 27-12-1998
g. Age : 23
h. Marital Status : Single
i. Academic Qualification : Degree

j. Courses Attended : Bachelor Degree in Computer Science (Graphic and Multimedia Software)
k. Skills : Good in designing graphic design for advertising
l. Experiences : Graphic designer

C. Background of CFO

a. Name : Nur Hasanah Binti Sariddon
b. Identity Card Number :980215-11-5152
c. Permanent Address :55, Jalan Belukar Johar, Kg Dusun 21700 Kuala Berang
d. Correspondence Address : 55, Jalan Belukar Johar, Kg Dusun 21700 Kuala Berang
e. Telephone Number :01117907040
f. Date of Birth :15 February 1998
g. Age :23
h. Marital Status :Single
i. Academic Qualification :Degree
j. Courses Attended : Bachelor Degree in Computer Science (Graphic and Multimedia Software)
k. Skills : Able to design any kind of marketing content and manage the company sales.
l. Experiences : Graphic designer and sales team in printing company

D. Background of CTO

a. Name : Mohd Anas Bin Adnan
b. Identity Card Number : 981030-02-7871
c. Permanent Address : Pondok Sheikh Abdullah, 06500 Langgar, Alor Setar, Kedah.
d. Correspondence Address : Pondok Sheikh Abdullah, 06500 Langgar, Alor Setar, Kedah.
e. Telephone Number : 018-7804722

f. Date of Birth : 30/10/1998
g. Age : 23 years old
h. Marital Status : single
i. Academic Qualification : Degree
j. Courses Attended : Degree in Science Computer(Graphic and Multimedia Software)
k. Skills : Good in communication and good in technology.
l. Experiences : Join a few dropships and own a car delivery service.

E. Background of CMO

a. Name : Muhammad Khizar Farooq
b. Identity Card Number : A18CS4011
c. Permanent Address : A-781, Sector 11-B, Karachi, Pakistan
d. Correspondence Address : Flat# 261, M5, Melawis Apartment, Skudai, Malaysia
e. Telephone Number : 017-7836734
f. Date of Birth : 30/03/1997
g. Age : 24
h. Marital Status : Single
i. Academic Qualification : Degree
j. Courses Attended :Degree in Science Computer(Software Engineering)
k. Skills : Good in Game development
l. Experiences : Freelance Game developer and UI designer

5. LOCATION OF PROJECT

A. Physical Location of Business

As a start up on our project, we rented a property on a shop lot at Taman Pulai Utama. The shop is located beside Jalan Pulai Utama, which is approximately 30 from the main road in the area. It is a very strategic place for us to start up as it is very near to the residential area, Taman Desa Permai, which is approximately less than 300m from our property.

Address: Jalan Pulai Utama 21/1, Taman Pulai Utama, 81110, Johor Bahru, Johor.

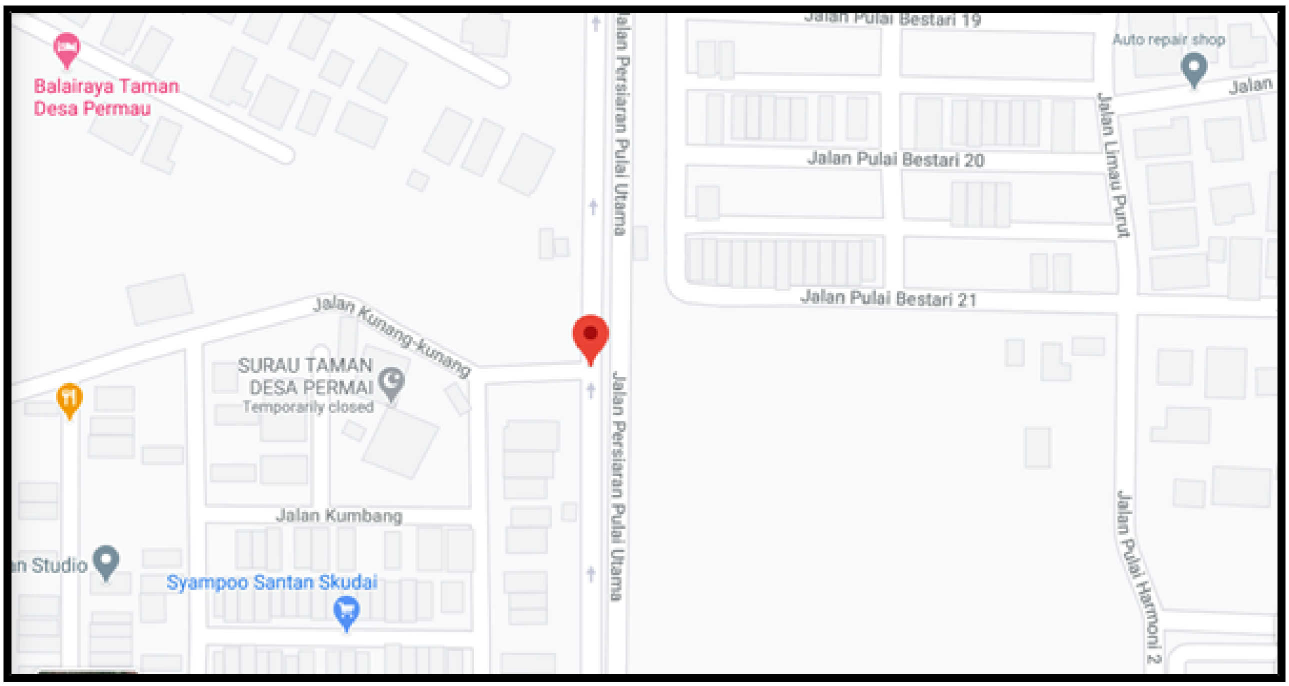


Figure shows the location of Air Tangan Ibu office in Google Maps

B. Building

We decided to rent a shop lot property since we just started up a business. As for the property, the structure of the building is using a wall bearing system, which the wall bears the weight of the building. The size of the property is 36 feet x 32 feet which is approximately 1152 square feet. Since we rented the property, the value of the shop lot is RM2,500 per month.

Figure shows the shop lot property rented for Air Tangan Ibu

C. Infrastructure

There are several basic infrastructures that are provided in this building which are water supply, electricity supply, and network communication supply. The clean source of water is used for our daily drinking consumption. There is also electricity supply provided for us to move our business. The network communication supply is used to gain network services and basic communication such as telephone.

6. THE ORGANIZATION PLAN

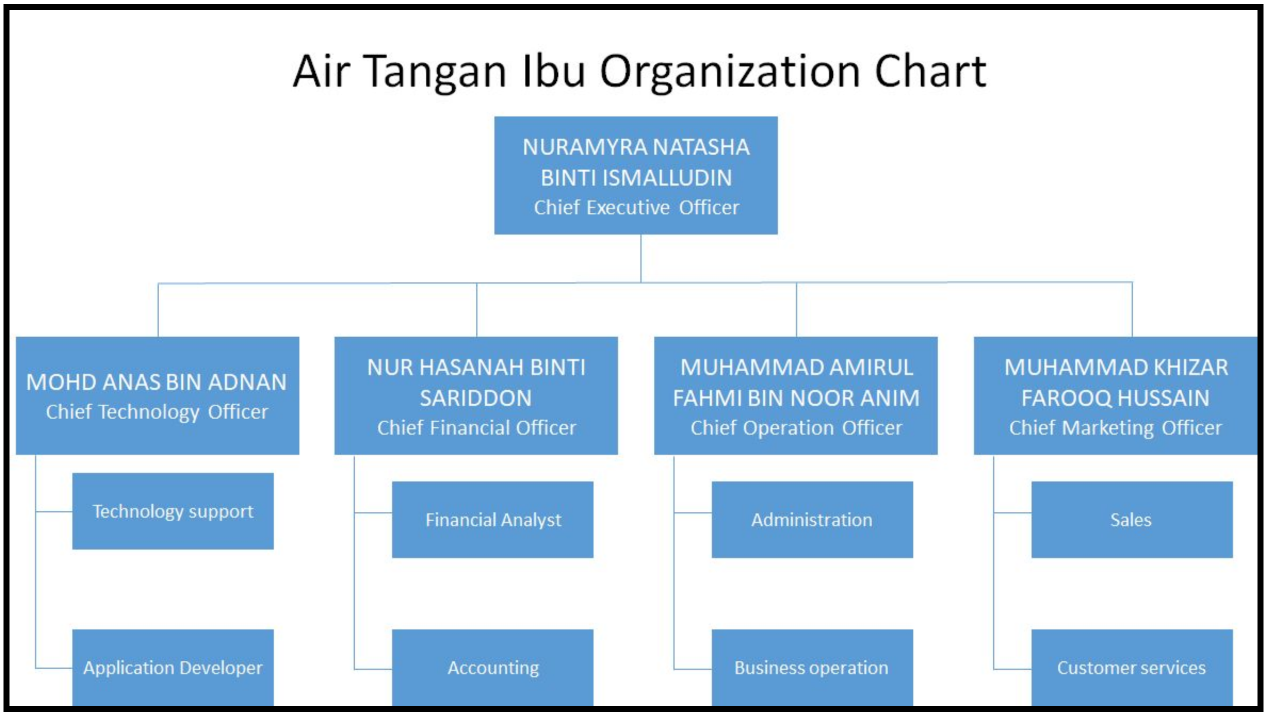
A. General Business Description

Air Tangan Ibu is a homemade food prepared by housewives who are specially called Mother. The purpose of the business is because too many people working in Malaysia including women cause this idea to come up, sometimes people become tired after working for a day and do not have time to prepare healthy food for themselves. They either buy food at the stall or maybe just fast food which is not so good for daily intake. Moreover, it also focuses on single people who are far from home but miss their mother-made food. The homemade food we serve is like *chicken curry, masak lemak cili api,* and others. Why homemade because homemade food is usually cooked from fresh ingredients rather than processed foods. Unhealthy foods contain a lot of sugar, fat and sodium. People who eat homemade food every day tend to be happier and healthier and drink less sugar and refined foods, which can lead to higher energy levels and improved mental health. Therefore, Air Tangan Ibu will ensure to provide fresh healthy food from the kitchen that can accurately control which ingredients and how much goes into our food because they not only provide to sell food but also provide food for their own family which will ensure they need to provide healthier food. As we mentioned that cooks or housewives will cook using their own kitchen. So, the organization does not have to provide kitchen, raw materials and cooking necessities for cooks.

Those who are interested in buying homemade food cooked by our chefs, they can see the menu that will be updated every day and order from the application that we have built specifically for our business. Food orders are limited until 2 pm to make it easier for housewives to cook food that can be taken for dinner in the afternoon. After making the payment, the customer can take the food that has been ordered at the residence that has been set based on the customer's selection earlier when ordering.

B. Organizational Chart

This is a chart of the organization within the company and the responsibilities of each individual’s role in Air Tangan Ibu.



C. Table of Job Designation and Number of Workers

Position	Number of Workers
Chief Executive Officer	1
Chief Operation Officer	1
Chief Financial Officer	1
Chief Technology Officer	1
Chief Marketing Officer	1

D. Job Description

As a Chief Executive Officer in the Air Tangan their jobs are always to create and to make sure to achieve the organization's vision and mission while thinking of the company's strategy goal to make sure maintaining awareness of competition in business. The CEO also manages general operations in the company. Meanwhile, chief technology operations need to ensure that the latest applications, hardware and processes support the goals and employees of the organization. The chief of finance will manage the financial affairs in and out for Air Tangan Ibu. Among the types of finance managed are employee salaries, cook salaries, preparation of cooking materials for cooks and operating offices. In addition, the chief of finance also analyzes the financial strengths of the company and recommends to improve weaknesses. The Chief of operations plays a role in managing the business within the company, it is more focused on implementing the Air Tangan Ibu business plan. In addition, there should be people of various aspects to give them the ability to adapt different types of tasks and solve different problems.

E. Remuneration Table

Position	Monthly Salary (RM)	EPF 13% (RM)	Total Amount (RM)
Chief Executive Officer	**RM2,871.00**	**RM429.00**	**RM3,300.00**
Chief Operation Officer	**RM2,436.00**	**RM364.00**	**RM2,800.00**
Chief Financial Officer	**RM2,436.00**	**RM364.00**	**RM2,800.00**
Chief Technology Officer	**RM2,436.00**	**RM364.00**	**RM2,800.00**
Chief Marketing Officer	**RM2,436.00**	**RM364.00**	**RM2,800.00**
TOTAL			**RM14,500.00**

F. List of Office Equipments

TYPE	PRICE/UNIT (RM)	QUANTITY	TOTAL AMOUNT (RM)
Table	RM 100.00	5	RM 500.00
Chair	RM 20.00	5	RM 100.00
Computer	RM2000.00	5	RM 10, 000.00
Photocopy Machine	RM 5, 500.00	1	RM 5, 500.00
File Cabinet	RM 200.00	3	RM 600.00
			RM 16,700.00

G. The Administrative Budget

ITEMS	FIXED ASSETS (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
Land & Building		0	
Furniture & Fittings	6,700.00		
Salary (EPF & SOCSO)		12,500.00	
Renovation	3,300.00		
Rent		2,000.00	
Business Licence & Registration			2,500.00
Telephone & Wi-Fi		500.00	
Water		300.00	
Electricity		1,200.00	
TOTAL	**10,000.00**	**16,500**	**2,500.00**

7. THE MARKETING PLAN

A. Introduction to Product

Our products have unique sales that attract because our business is to provide specially prepared homemade food packages for dinner. This homemade food is cooked from fresh ingredients with all the necessary nutrients. Moreover, our services use online platforms to place orders using the application established for our business. Customers find it easier to view the menu provided by the housewife who will be updated daily and can order food from the line. Every day the chef who has registered with us will update the cooking menu to be cooked for dinner.

B. Target Market

The target market for our business is for employees who do not have time to cook at home or they are so busy with their work that they feel tired to cook at home after work. Our second target users are students who miss homemade food cooked by their mother but their mother is far from them.

C. Market Size

TARGET MARKET	NUMBER OF TARGET MARKET (MONTHLY)	MARKET SIZE (RM)
Worker	40%	**60,000.00**
Student	60%	**90,000.00**
Total	**100%**	**RM150,000**

D. Competition

Name of the company	Strength	Weakness
Cafe Tok Su	• Variety of traditional food • Fast service	• Unhygienic • Crowded
V Cafe	• Peaceful	• Expensive

	• Delicious	• Slow service
Mak Ngah Cafe	• Lots of table • Cheap	• Noisy

E. Market Share

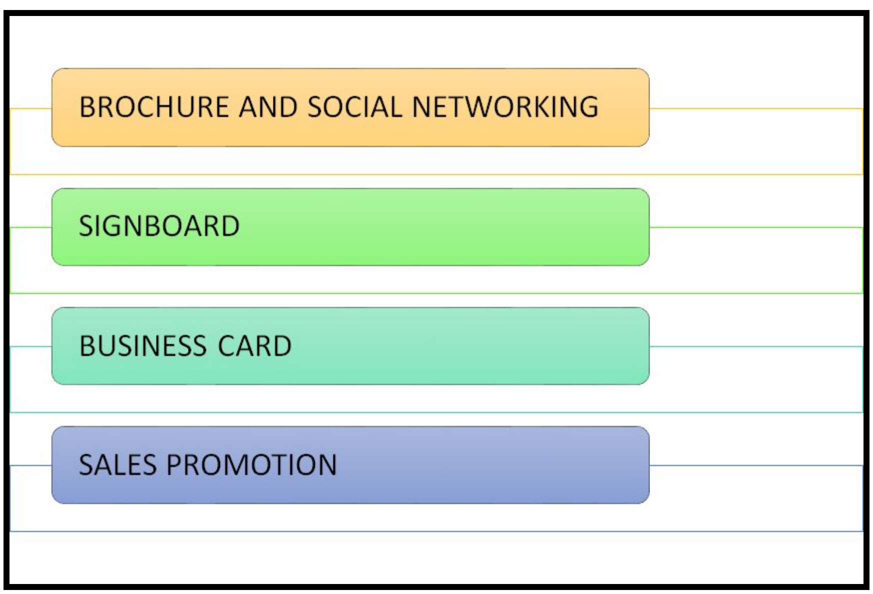
Name of the company	Monthly Sales (RM)	Market Share (%)
Cafe Tok Su	37,500.00	25
V Cafe	52,500.00	35
Mak Ngah Cafe	60,000.00	40
Total	**150,000.00**	**100%**

F. Sales Forecast

SALES		
MONTH	UNIT	RM
Month 1	15,000	150,000
Month 2	15,400	154,000
Month 3	15,800	158,000
Month 4	16,200	162,000
Month 5	16,600	166,000
Month 6	17,000	170,000
Month 7	17,400	174,000

Month 8	17,800	178,000
Month 9	18,200	182,000
Month 10	18,600	186,000
Month 11	19,000	190,000
Month 12	19,400	194,000
Year 1	206,400	2,064,000
Year 2 (3%)	212,592	2,125,520
Year 3 (5%)	216,720	2,167,200

G. Marketing Strategies

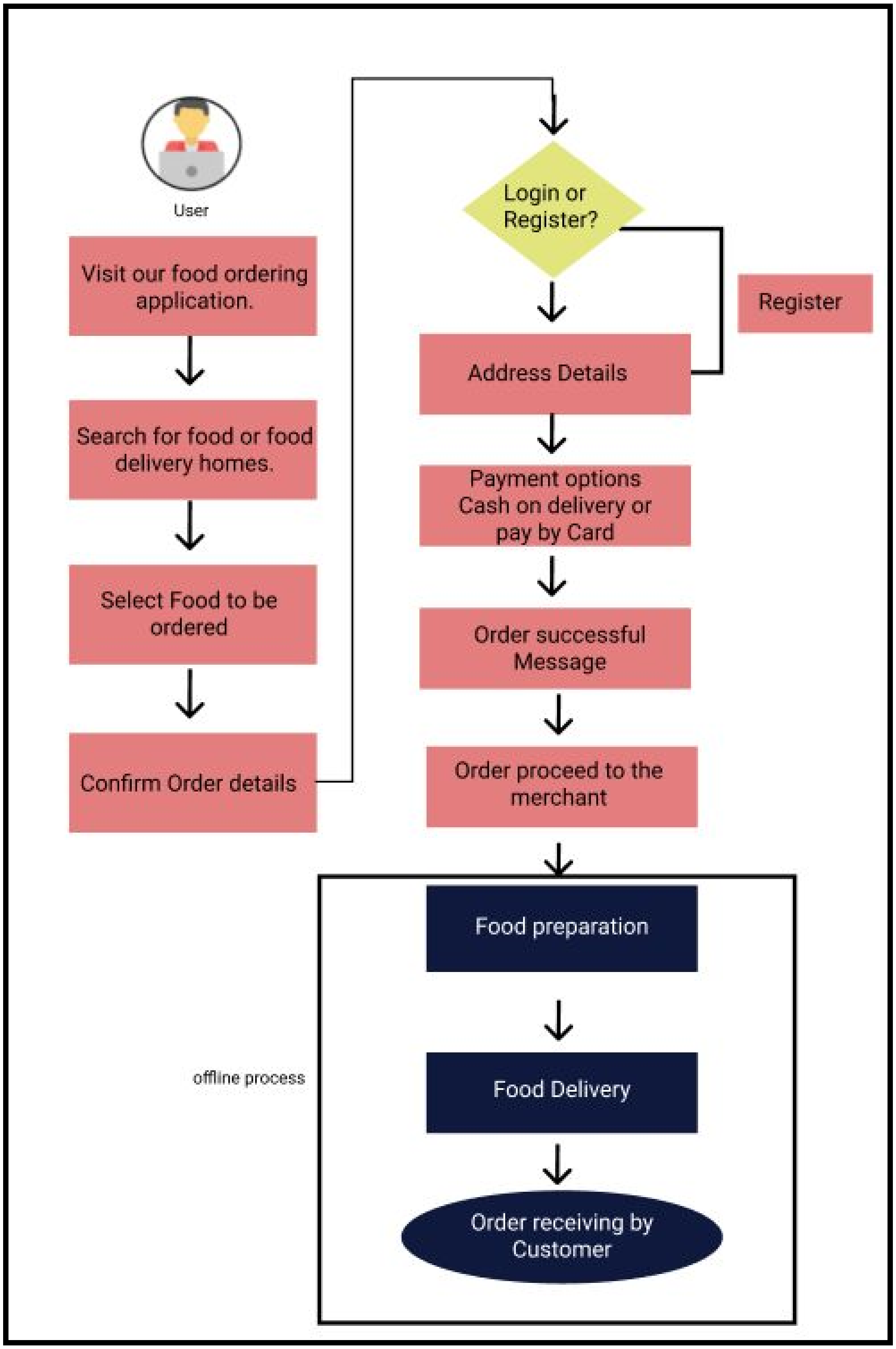


H. The Marketing Budget

TYPE	FIXED ASSET (RM)	MONTHLY EXPENSES(RM)	OTHER EXPENSES (RM)
Signboard	1,000.00		
Salaries (EPF&SOCSO)		2,500.00	
Advertisement		1,500.00	
Grand Opening			3,000.00
TOTAL	1,000.00	4,000.00	3,000.00

8. THE PRODUCTION/ OPERATION PLAN

A. Process Flow Chart



B. Unit Output/Hours of Operation

Operation Day Business: Monday - Sunday (10 a.m - 10 p.m)

Air Tangan Ibu App : Monday - Sunday (8 a.m - 12 a.m)

C. Material Requirement

Among the basic materials needed are office supplies such as furniture for the office, computers for online use and materials such as paper, pens, cabinets for storing business files. Buying and selling for our business will be managed online.

D. List of Direct Workers

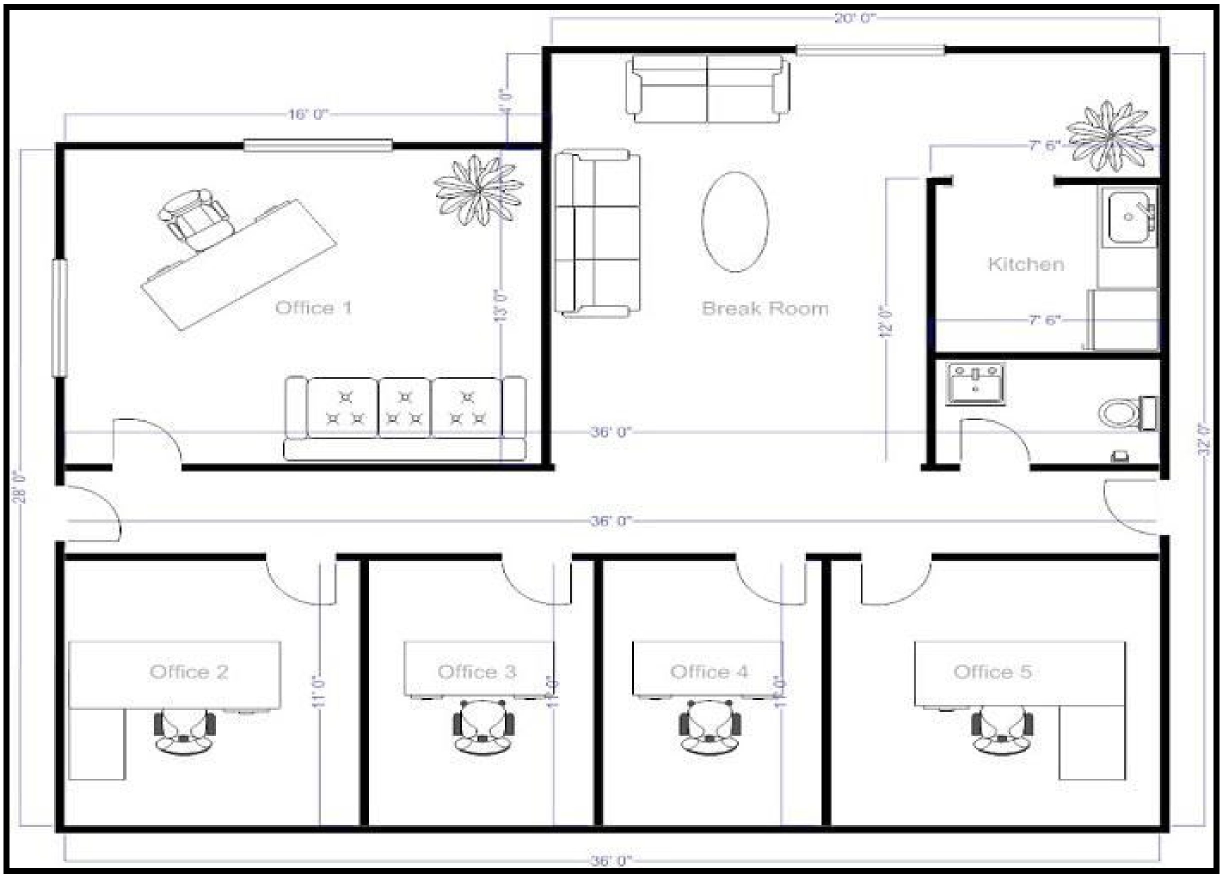
a. NURAMYRA NATASHA BINTI ISMALLUDIN
    i. Chief Executive Officer
b. MOHD ANAS BIN ADNAN
    i. Chief Technology Officer
c. NUR HASANAH BINTI SARIDDON
    i. Chief Financial Officer
d. MUHAMMAD AMIRUL FAHMI BIN NOOR ANIM
    i. Chief Operation Officer
e. MUHAMMAD KHIZAR FAROOQ HUSSAIN
    i. Chief Marketing Officer

E. List of Machines and Equipment

Requirement of the hardware:

a. Computer
b. Mobile Phones
c. Printer
d. Scanners

F. Office Layout



G. Location

Jalan Pulai Utama 21/1, Taman Pulai Utama, 81110, Johor Bahru, Johor.

H. Operation Overhead

RM100,769.00

I. The Production Budget

RM50,000

9. THE FINANCIAL PLAN

A. Project Implementation Cost

	Project Implementation Cost	
	Requirements	**Cost**
	Fixed Assets	
1	Property	RM 2,500.00
2	Office furniture & equipment	RM 6,700.00
3	Computer equipment (5set)	RM 10,000.00
	Working capital (1 Months)	
1	Administration	RM40,219.00
2	Marketing	RM9,500.00
3	Operations	RM57,769.00
4	**Contingencies (10%)**	RM14,098.80
	Total	RM140,786.00

B. Sources of Financing

	Sources of Financing				
	Requirements	**Cost**	**Loan**	**Hire-purchas e**	**Own Contribution /Cash**
	Fixed Assets				
1	Property	RM 2,500.00	-	-	RM2,500.00

2	Office furniture & equipment	RM 6,700.00	RM5,000	-	RM1,700.00
3	Computer equipment (5set)	RM 10,000.00	RM5,000	-	RM5,000.00
	Working capital (1 Months)				
1	Administration	RM40,219.00	RM35,000	-	RM5,219
2	Marketing	RM9,500.00	RM5,000	-	RM4,500
3	Operations	RM57,769.00	RM45,000	-	RM12,769
4	**Contingencies (10%)**	RM14,098.80	RM9,000		RM5,098
	Total	RM140,786.00	RM114,000		RM36,586

C. Table of Depreciation

A depreciation schedule breaks down the depreciation of the firm's long-term assets. It calculates the depreciation expense for each asset and allocates the cost of each asset over the useful life. Straight line depreciation is the default method used to recognize the carrying amount of a fixed asset evenly over its useful life. It is employed when there is no particular pattern to the manner in which an asset is to be utilized over time.

Description of Asset	Purchase Date	Cost	Life	Current Year Depreciation	Cumulative Depreciation
Furniture	23/01/2021	RM6,700.00	**5**	RM370.00	1,850.00
Computer 1	15/02/2021	RM2,000.00	**3**	RM230.00	660.00
Computer 2	15/02/2021	RM2,000.00	**3**	RM230.00	660.00
Computer 3	15/02/2021	RM2,000.00	**3**	RM230.00	660.00
Computer 4	15/02/2021	RM2,000.00	**3**	RM230.00	660.00
Computer 5	15/02/2021	RM2,000.00	**3**	RM230.00	660.00
Photocopy Machine	20/02/2021	RM5,500.00	**3**	RM140.00	420.00

D. Loan Amortization Schedule

An amortization schedule is a complete table of periodic loan payments, showing the amount of principal and the amount of interest that comprise each payment until the loan is paid off at the end of its term. Each periodic payment is the same amount in total for each period.

Loan Information	
Loan Amount	RM 200,000.00
Annual Interest Rate	7.00%
Term of Loan in Years	15 Years
First Date Payment	1/1/2021
Payment Frequency	Monthly
Compound Period	Monthly
Payment Type	End of Period
Rounding	On
Monthly Payment	RM 1,797.66

E. Hire Purchase Repayment Scheme

For this business there's no hire purchase repayment because this business only provides the office that purpose to monitor and manage the service, so no hire repayment such as vehicles or anything else that will be used to send the food to the customer.

F. Cash Flow Proforma

Pro Forma Cash Flow Statement is a popular accounting practice that reports a voluntary statement prepared by a firm for presenting financial projections. It can be defined as the probable amount of cash inflows and outflows expected in future periods for a specific duration of time.

Pro Forma Cash Flow			
	Year 1	**Year 2**	**Year 3**

Cash Received			
Cash from operation			
Cash Sales	RM558,043	RM2,348,900	RM6,022,950
Subtotal Cash from Operations	RM558,043	RM2,348,900	RM6,022,950
Additional			
Sales Tax, VAT, HST/GST Received 0	0	0	
New Current Borrowing	0	0	0
New Other Liabilities (Interest-free)	0	0	0
New Long-Term Liabilities	RM181,463	RM253,970	RM729,992
Sales of Other Current Assets	0	0	0
Sales of Long-Term Assets	0	0	0
New-Investment Received	0	0	0
Subtotal Cash Received	**RM739,506**	**RM2,602,870**	**RM6,752,942**
Expenditures	**Year 1**	**Year 2**	**Year 3**

G. Profit and Loss Proforma

Pro Forma Income Statement (also known as pro forma profit and loss) means how the adjusted income statement will look like when certain assumptions like non-recurring items, restructuring costs etc were excluded or if a loss-making unit is discontinued.

Description	**Balance Basic Currency**	**Budget Basic Currency**	**Diff.Budget Basic Currency**
PROFIT AND LOSS STATEMENT			
INCOME			
Income from sales	**-3,005.00**	**-158,400.00**	**131,395.00**
Interest income		**-120.00**	**120.00**
Total Income	**-3,005.00**	**-150,520.00**	**131,515.00**

EXPENSES			
Personal expenses	**30,500.00**	**58,000.00**	**-56,000.00**
Cost of goods	**16,000.00**	**35,000.00**	**-22,000.00**
Rental and related expenses	**4,500.00**	**9,200.00**	**-12,000.00**
Administrative costs	**5,219.00**	**5,000.00**	**-6,468.00**
Interest expense		**2,400.00**	**-2,400.00**
Depreciation		**12,000.00**	**-12,000.00**
Total Expenses	**56,219.00**	**121,600.00**	**-111,268.00**
Profit (-) Loss (+) from Profit and Loss Statement	**53,214.00**	**-28,920.00**	**20,247.00**

H. Balance Sheet Proforma

A proforma balance sheet is similar to a historical balance sheet, but it represents a future projection. Pro forma balance sheets are used to project how the business will be managing its assets in the future.

Fixed Assets Machinery & Equipment Furniture and Fixtures Renovation	 31,000.00 10,000.00 4,000.00	**45,000.00**
Current Assets Cash Deposits	 36,586 3,658.00	**40,244.00**
Total Assets		**85,244.00**
Equity Capital Net profit	 140,988.00 150,000.00	**290,988.00**

Long-term Liabilities Term-loan Hire-purchase	 114,000.00 0	 **114,000.00**
Total Equity & Liabilities		**404,988.00**

10. JUSTIFICATION

Every type of business must consider and justify why the business is worthy to run and sustain. In this "Air Tangan Ibu" business in terms of profit, actually it is quite worthy because in this economy right now we can see that everyone is more uncalculating to buy a food as long as the food is worthy to buy in terms of quality and their taste, so in this business we can gather so much delicious, healthy, and delicious food. Nowadays, there's so many categories of foodies, for example, who love to consume healthy food and fast food. From this, we can predict the profit potential from this business. Moreover, we also can sustain this business while improving it by adding more sellers to serve more types of food based on customer requests. Other than that, for the management team we require workers that have a specialist in management team, so if we consider this aspect we assure that our team management in this " Air Tangan Ibu" company will run clearly without so much problem in management.

11. APPENDICES

PROJECT NAME	VICTICUS FOODIE ENTERPRISE : AIR TANGAN IBU
NEED	Air Tangan Ibu provides food services for people who are busy working until they do not get nutritious food for the day. This service is provided specifically for people who are busy with daily work or people who feel it takes a long time to prepare food. Being tired from work, they feel like preparing food takes a long time and they are tired of preparing food. In addition, people away from families who miss homemade food are among the focus of our building this business.
APPROACH	To overcome such problems, Victicus Foodie Enterprise wants to approach businesses that provide food services for those who need healthy food for dinner. We call it the Mother Handheld where women who often cook at home to generate income by selling cooked food every day. They can advertise their menu through our application.
BENEFIT	The advantage gained from our business is that we provide job opportunities to housewives to generate income from home. Additionally, customers can choose from a wide variety of homemade foods available from our app as timers will update the menu daily. They also receive suggestions from customers. Apart from that, it makes it easier for customers because there is no need to prepare food after tired work.
COMPETITION	We have our own uniqueness where food is prepared from housewives who are usually the cooks for their families. And unlike our competition like shops and restaurants, chefs do not have to arrange modes and shops to sell food, they can only cook fresh and healthy from their own kitchen where they are comfortable. Moreover, we have an application to order food easily used in all ages.

Figure 1: NABC for Air Tangan Ibu

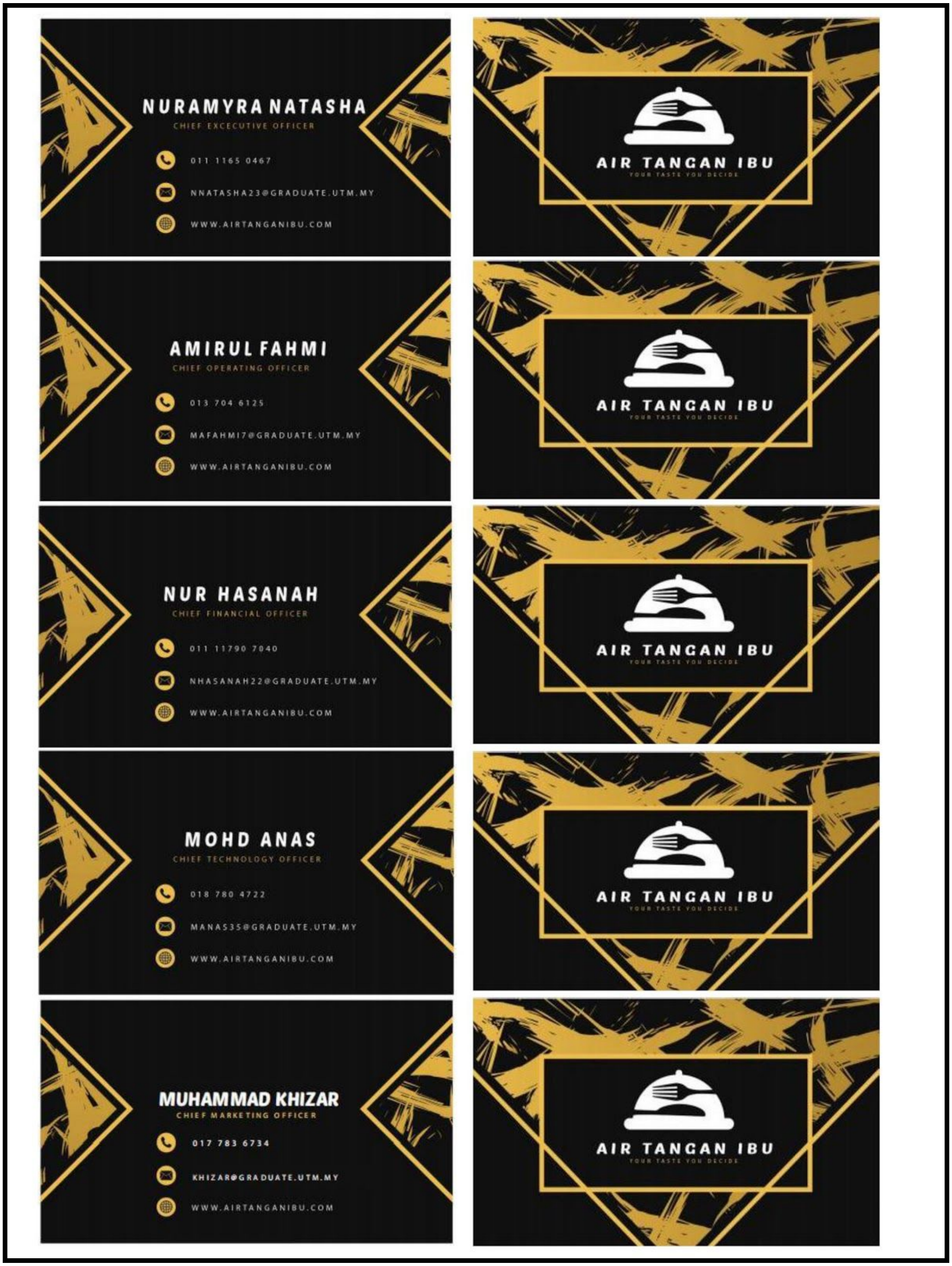


Figure 2:Business Card for Air Tangan Ibu

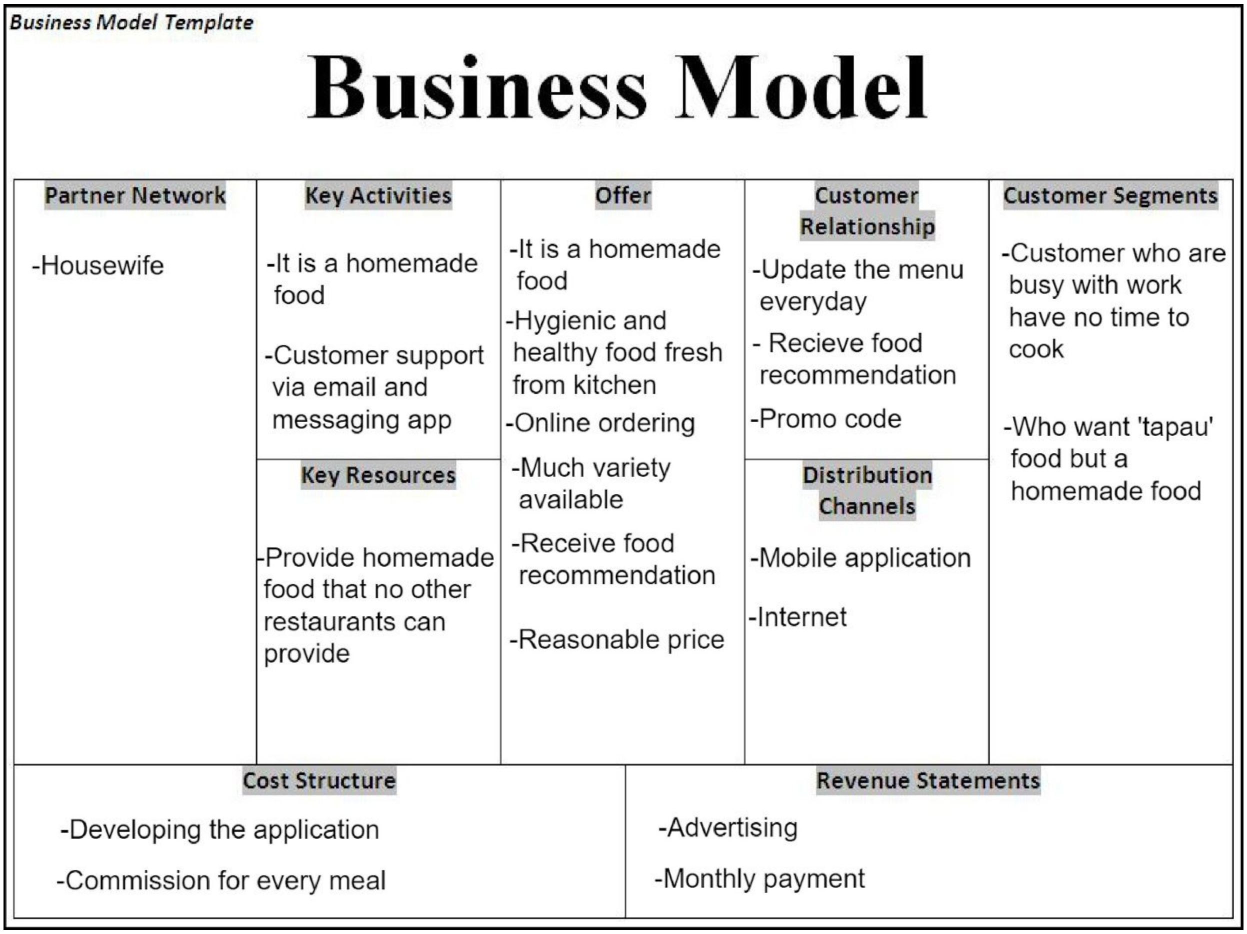


Figure 3:Business Model for Air Tangan Ibu

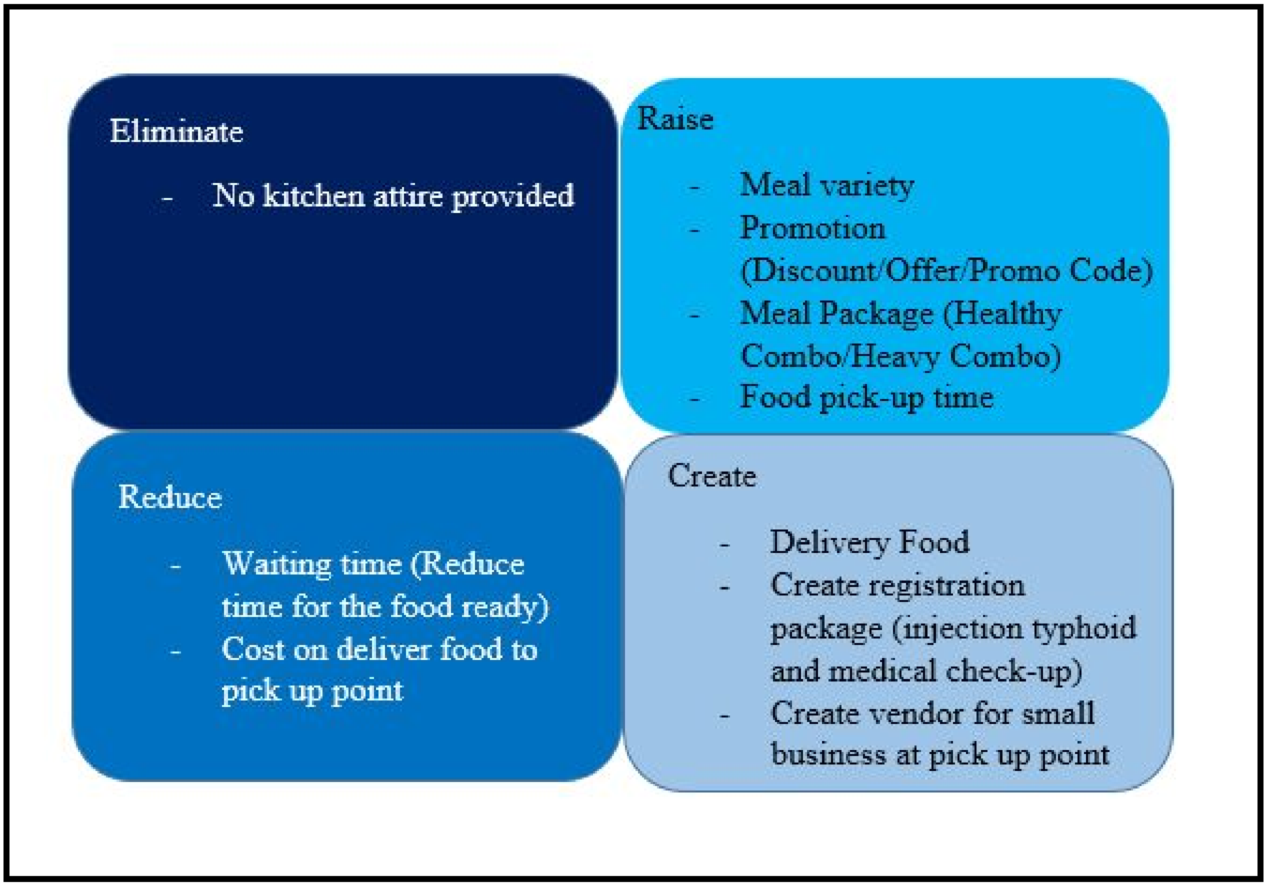


Figure 4:ERRC for Air Tangan Ibu

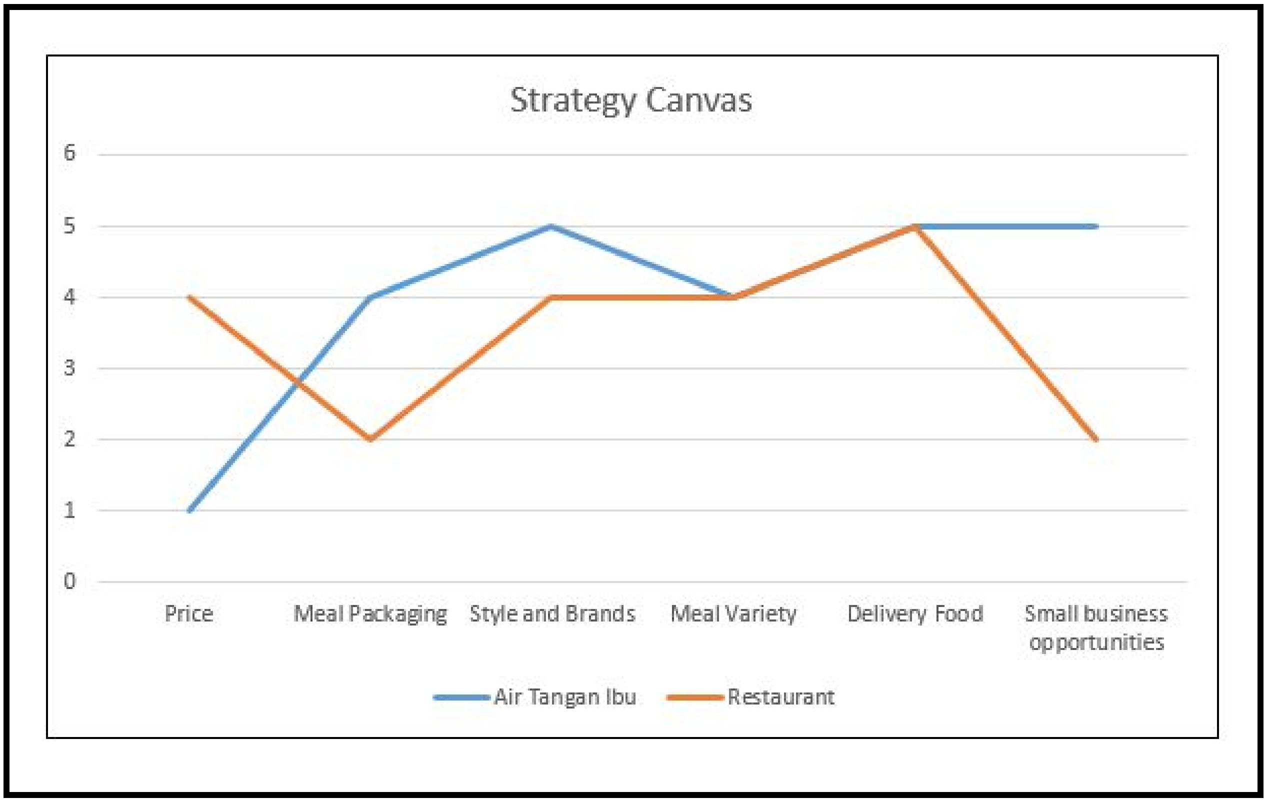


Figure 5: ERCC Strategy Canvas for Air Tangan Ibu

Air Tangan Ibu

www.utm.my/csi www.facebook.com/csi.utm

UTM CSI PROFILES

INNOVATION PRODUCT

PRODUCT IMAGE/PICTURE

AIR TANGAN IBU

Since2020

INTRO - WHY WE NEED THIS PRODUCT?

This product is convenient for a person who does not have much time to prepare food for dinner, particularly a working person, as well as for students or workers who are away from home. A chef will provide fresh and nutritious homemade food for dinner indirectly this will bring in income for them.

BENEFITS/ ADVANTAGES (why go for this product?)

This service will have the cheapest price for each meal. in addition, a housewife can also earn income by selling their food. On busy days they do not have to prepare the food they have, they just have to choose a variety of homemade foods according to the menu that will be updated daily.

COMPARISON with other products (competitors)

Restaurant and food stalls available at the market

The chef will cook using their own kitchen where they feel comfortable

Promotional codes will be given on certain days

ABOUT THE PRODUCT - How it works?

-Food delivery service which simplify traditional food delivery process and increase service availability up to 24 hours. - Food delivery service that build a community where customers can also be the runner.

MARKET OPPORTUNITY

-Cheaper service costs

-Easier to access using our application

-Flexible because customers can suggest what they want to eat

-The food provided is for dinner only

STATISTICS

- Among adults who consumed fast food, the most commonly reported eating occasions were lunch (43.7%) and dinner (42.0%), followed by breakfast (22.7%) and snacks (22.6%)
- Among married-couple families with children, 97.5 percent had at least one employed parent in 2019, and 64.2 percent had both parents employed.

TARGET MARKET / organizations

Workers/Staff

Student who away from home

INDUSTRIES APPLICABLE

- Food service industry
- Residential area

INVENTOR

-Muhammad Amirul Fahmi bin Noor Anim

-Mohd Anas bin Adnan

-Nur Hasanah binti Sariddon

-Nuramyra Natasha binti Ismalludin

AWARDS/ RECOGNITIONS

Figure 6: Product Profile for Air Tangan Ibu

PERAKUAN PENDAFTARAN
PEMULA NIAGA PELAJAR
UNIVERSITI TEKNOLOGI MALAYSIA

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

VICTICUS FOODIE ENTERPRISE
NO. PENDAFTARAN : XCITE-20202644

telah didaftarkan pada hari ini sehingga **30 Jun 2021** di bawah Pusat Inovasi Mahasiswa dan Keusahawanan Teknologi (UTM XCITE), Institut Graduan Tersedia Kehadapan (iLeaGue), Universiti Teknologi Malaysia. Perniagaan ini beralamat di **NO 33, JALAN SRI KESANG 2, TAMAN SRI KESANG, 84000, LEDANG JOHOR**

Kod Pendaftaran	**: X100 - SUBJEK UHAK1032/UHAS3012/UBSS1032**
Nama Ketua Kumpulan	**: MUHAMMAD AMIRUL FAHMI BIN NOOR ANIM**
Jumlah Ahli	**: 5 orang**

Bertarikh di **UTM JOHOR BAHRU** pada **1 JANUARI 2021.**

PROF. MADYA. DR. ABDUL RASHID BIN HUSAIN
Pengarah,
Pusat Inovasi Mahasiswa dan Keusahawanan Teknologi UTM (UTM XCITE),
Universiti Teknologi Malaysia

Figure 7: UTM XCITE Certificate for Air Tangan Ibu