



(SAMPLE OF LOGO)

XXX PROPOSED TITLE FOR BUSINESS PLAN XXX

1.0 INTRODUCTION

2.0 STATEMENT OF PURPOSE

2.1 Objectives

2.2 Competitive Advantage

2.3 Current Status and Requirements

2.4 Business Background

- The description of business

SERVICES/ PRODUCT OFFERED	IP RELATED

2.5 Paid-up capital

3.0 MANAGEMENT TEAM

3.1 Organizational Structure

3.2 Post Schedule & Number of Workers

POST	NUMBER OF WORKERS
Director	1

3.3 Schedule of tasks and responsibilities

POST	TASKS AND RESPONSIBILITIES

3.4 Salary Schedule

LAB/ OFFICE	POST	NUMBER OF WORKER	MONTHLY SALARY	EPF (11%)	PERKESO (2%)	TOTAL (RM)

3.5 Administration Budget

TYPE	FIXED ASSET COST(RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
Capital Expenditures/Fixed Asset			
Furniture and Fixtures			
Renovation			
Working Capital/ Monthly Expenses			
Salary			
EPF			
SOCSSO			
Rental			
Bill - Telephone - Electricity			
Stationary			
Other Expenses			
Deposit (electric, water, phone)			
Register of business			
Insurance assets			
Total			
Overall total			

4.0 INDUSTRY ANALYSIS

5.0 MARKETING PLAN

5.1 Target Market

5.2 Market Size

5.3 Market Share

- Market Share Before xxxxx Exists

COMPANY NAME	MARKET SHARE (%)
TOTAL MARKET SHARE	100

- Market Share After xxxxxx Exists

COMPANY NAME	MARKET SHARE (%)
TOTAL MARKET SHARE	100

5.4 Competition

COMPANY/ LABORATORY	STRENGTH	WEAKNESS
Overseas		
Others		

5.5 Sales Forecast

YEAR	MONTH	SALES FORECAST (RM)
1	1	
	2	
	3	
	4	
	5	
	6	
	7	
	8	
	9	
	10	
	11	
	12	
2		
3		
4		
5		

5.6 Marketing Strategy

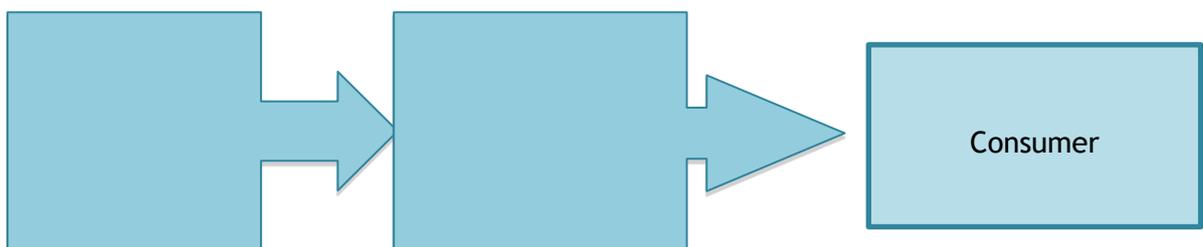
Multi-prong marketing strategy is to be adopted. xxxxxxxx is ready to take on the challenges through these strategies:

5.7 Marketing Expenditure

ITEMS	FIXED ASSET COST (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
<u>Capital Expenditures</u> Signboard	RM		
<u>Working Capital</u> Marketing Personnel -Salary -EPF -SOCSO			
<u>Other Expenses</u> Advertising -Business card -Banner -World wide web			RM RM RM
Grand Opening			RM
TOTAL			

5.8 Channels of Distribution

Distribution strategy for xxxxxxxx is aimed at establishing a structured and controlled distribution system to ensure the product that we produce reaches the target customers. XXXXXX distribution channel is shown below:



5.9 Promotions and Advertising

6.0 OPERATION PLAN

6.1 Process Flow

6.2 Operational Cost

LAB	DETAILS	ASSET EXPENDITURE (RM)	MONTHLY EXPENDITURE (RM)	MISCELLANEOUS EXPENDITURE (RM)

7.0 FINANCIAL PLAN

7.1 Overview of Financial Projections

7.2 Cash Flow Statement Proforma

CASH FLOW						
Receipt	NOTE	Y1	Y2	Y3	Y4	Y5
Sales						
LOAN						
TOTAL						
Payment						
Equipment						
Accreditation						
Preventive Maintenance						
Utilities						
Manpower						
Consumables						
Calibration						
Vehicle						
Furniture						
Principal						
Interest						
TOTAL						
SURPLUS/DEFICIT						
OPENING BALANCE						
CLOSING BALANCE						

7.3 Profit and Loss Proforma

PROJECTED PROFIT & LOSS						
	NOTE	Y1	Y2	Y3	Y4	Y5
Sales						
Cost of Good Sold						
Gross Profit						
Less Operating Cost						
Accreditation						
Utilities						
Manpower						
EPF & SOSCO						
Calibration						
Maintenance						
Interest						
Rental						
Training						
Depreciation Equipment						
Depreciation Vehicle						
Depreciation Furniture						
Total COST						
Net profit						

Total					
Depreciation:					
Total					
Accreditation:					
Total					
Rent:					
Total					
Training					

8.0 CRITICAL RISK FACTORS

(SAMPLE OF RISKS)

Management Risks

Marketing risks

Operating Risks

Financial Risks

IP Infringement

Other Risks