

FACUL

ERING

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

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FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

SLICE CO.

MULTI MEAT SLICER

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4. OPERATIONAL PLAN	51 - 67
4.1 Component of Operating System	52
4.2 Operation Objectives	52
4.3 Operation Strategies	53
4.4 Concept of Operation	54
4.5 Process Planning for Manufacturing	54 - 56
4.6 Operation Layout	57
4.7 Production Planning	58
4.8 Material Planning	59 - 60
4.9 Manpower Planning	60 - 63
4.10 Overhead Requirement	63
4.11 Total Operations Cost	64
4.12 Cost Per Unit	64
4.13 Productivity Index (PI)	64
4.14 Location Plan	65
4.15 Business and Operation Hours	65
4.16 License, Permits and Regulations Required	66
4.17 Operation Budget	67
5. FINANCIAL PLAN	68 - 83
5.1 Operating Budget	69 - 71
5.2 Project Implementation Cost and Source of Finance	72
5.3 Fixed Asset Depreciation Schedule	73 - 75
5.4 Loan and Hire-Purchase Depreciation Schedule	76
5.5 Pro Forma Cash Flow Statement	77
5.6 Pro Forma Income Statement	78
5.7 Pro Forma Balance Sheet	79
5.8 Financial Ratio Analysis	80 - 82
5.9 Forecasted Performance	83
CONCLUSION	84 - 85

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EXECUTIVE SUMMARY

Slice Co. is a small company that produce and sell meat slicer machine at anaffordable price. The company is established to encounter the problem faced by the public to get fresh minced meat.

Located at Kota Puteri, we can easily get raw materials to produce our product around us. Therefore, we can sell our product at Tesco Seri Alam, Mydin and Today;s Market, which is located near us.

Slice Co. is a company organized by 6 strong people. Each of us plays a big role in order to maintain our production quality, financial growth, marketing and operational management.

Furthermore, in order to get and maintain a good result, we produce our product based on the population size around Permas Jaya, Bandar Seri Alam and Taman RInting. We targeted these places as most of the people here are Chinese, roadside traders and most of these places have many kind of food restaurants.

1. Introduction

1.1. Name of the Business

Slice Co. was chosen to be our company name because it represents what we are trying to sell to our dearest customers.

1.2. Nature of Business

Our business is focused on designing, manufacturing, marketing and distribution of our product which is meat slicer.

1.3. Industry Profile

1.4. Date of business commencement

This business was started on 14 July 2016

1.5. Factor in selecting the proposed business

One of the many factors that lead us to choose this business is the lack of variety in meatslicing machine in the market. Furthermore, we would like to encourage the public to produce their own minced meat as it is much healthier. In addition, with this product it is more convenient for the user as they can prepare their own minced meat.

1.6. Future prospects of the business

For the first year, we will only focus on stabilizing our business and recover the costs that incurred. But it is expected that this will take more than a year to stabilize since we predict that all the revenue will cover on the expenses. It is beyond our expectation if we managed to gain profit for the first year. The partners will be the person who responsible on the day-to-day operation for this time being because no worker will be hired.

In the third month, Slice Co. is already stable and in two year, we plan to widen our business by innovating a brand new household machine for the home use. We might increase our sales for that year.