

BUSINESS REPORT

**TIZ 6938 – FINAL PROJECT AND INTERNAL INDUSTRIAL
INTERNSHIP**

ZAMIL SYAH MUSTAFFA

UNIVERSITI UTARA MALAYSIA

2008

**A Business Report submitted to the Graduate School of Universiti Utara Malaysia in full
fulfillment of the Requirements for the degree of Master of Science in Technopreneurship**

HD
39



JABATAN HAL EHWAL AKADEMIK
(Department of Academic Affairs)
Universiti Utara Malaysia

PERAKUAN MENTOR
(Mentors Verifications)

Kami, yang bertandatangan, memperakukan bahawa
(We, the undersigned, certify that)

ZAMIL SYAH BIN MUSTAFFA

calon untuk Ijazah
(candidate for the degree of) MSc. Technopreneurship

telah mengemukakan kertas projek yang bertajuk
(has presented his/ her project paper of the following title)

BUSINESS REPORT
(TIZ6938-FINAL PROJECT AND INTERNAL INDUSTRIAL INTERNSHIP)

seperti yang tercatat di muka surat tajuk dan kulit kertas projek
(as it appears on the title page and front cover of project paper)

bahawa kertas projek tersebut boleh diterima dari segi bentuk serta kandungan dan memenuhi keperluan khas RM 100,000.00 untuk dianugerahkan Sarjana di atas.
(that the project paper is acceptable in form and content, and complies with the RM _____ special requirement to be awarded the above mentioned Master title)

Nama Mentor UUM : EN. ALIS BIN PUTEH Tandatangan: [Signature]
(Name of UUM Mentor) *(Signature)* No: 155278-A

Nama Mentor Industri : EN. MUSTAFA RAWTHER Tandatangan: [Signature]
(Name of Industrial Mentor) *(Signature)* MOHAMED RAWTHER
No: 02067200 FAX: 03-92838515

Nama Pensyarah : EN. MOHD RUSHDI IDRUS Tandatangan: [Signature]
(Name of Lecturer) *(Signature)*

Pengerusi, Bidang : PROF. MADYA DR. Tandatangan: [Signature]
Sains Gunaan, NORSHUHADA SHIRATUDDIN *(Signature)*
Kolej Sastera Dan Sains
(Applied Science Chair,
College Of Arts And Sciences)

Tarikh
(Date)

22/7/2008

PERMISSION TO USE

In presenting this thesis in partial fulfilment for a post graduate degree from Universiti Utara Malaysia, I agree that university library may make it freely available for inspection. I further agree that permission for copying of this thesis in any manner, in whole or part, for scholarly purposes may be granted by supervisor or in absence, by the Dean of Graduate School. It is understood that copying or publication or use of this thesis or part of there for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia for any scholarly used which may be made of any material from my thesis.

Request for permission or to make other use of material in this thesis, in whole or in part, should be addressed to:

Dean of Graduate School
Universiti Utara Malaysia
06010 Sintok
Kedah

ACKNOWLEDGEMENTS

Without question, the first acknowledgement goes to my business partner, Dzul Majdi Mohd Dashilah. I could not have completed this paper without his help, input and support. First, he enthusiastically joined me into the process of reviving Talian Tulen Sdn Bhd, which has been laid dormant since 1998. The partnership ultimately resulted to the achievement of the RM100 thousand sales target. Second, he offered incredible enthusiasm, persistence and effort. Third, he taught me lessons in public relation, empathy and unselfishness. And fourth, he trusted me enough to invest his personal savings, without it we could not have come this far.

I also owe thanks to many without whom I couldn't have completed this paper. I would like to thank my family, especially my beloved parents and for their endless love and support. Deepest gratitude goes to my best friend, my soul-mate, my fiancée, Nurhidayah Bahar for her understanding and warmth. Much appreciation also goes to all my mentors, namely En Hishamuddin Mohamed Amin, Haji Mustafa Rawther, En Kamil, En Alis as well as many others who have guided me throughout this entrepreneurial journey. Thanks also to all my lecturers in Universiti Utara Malaysia, especially En Rushdi Idrus, who have always been there for us since the beginning. Of course, my thanks also goes to my fellow Mostees, especially En Hishamuddin Mohamed Amin, En Zaidi, Dzul, Ilyani, Rosliana, Hayati and Asfadalila, for sharing this adventure with me.

And last but not least, to all those individuals, who have helped me all these years, either directly or indirectly, whom, for some reason, I failed to mention due to my own weaknesses and limitations, you know who you are, may Allah bless you. One Love.

TABLE OF CONTENTS

MENTORS VERIFICATION	I
PERMISSION TO USE	II
ACKNOWLEDGEMENTS	III
TABLE OF CONTENTS	IV
CHAPTER 1 COMPANY PROFILE	1
1.1 Contact Information	1
1.2 Professional Advisors	2
1.3 Basic Corporate Information	3
1.4 Vision, Mission, Values	4
1.5 History & Current Situation	7
1.6 Business Organization & Management	9
1.6.1 Board of Directors	9
1.6.2 Management	10
1.7 Business Infrastructure	15
1.8 Product & Services	16
1.8.1 Website Solutions	17
1.8.2 System Integration	17
1.8.3 Webmedia Content Development	17
1.8.4 Other Services	18
1.9 Core Competencies	19
CHAPTER 2 BUSINESS PLAN 2008-2010	21
2.1 Executive Summary	21
2.2 Market Analysis	23
2.2.1 The Economy	23
2.2.2 The Industry	24
2.2.3 The Market	26
2.2.4 The Competitors	27
2.2.5 Our Competitive Advantages	29
2.3 Strategy & Plans	32
2.3.1 Business Strategy	32
2.3.2 Operating Plan	35

2.4	Sales Forecasts	39
2.4.1	Pilot Sales Period	39
2.4.2	Sales Volume	41
2.4.3	Production Costs	43
2.4.4	Pricing	44
2.4.5	Sales Gross Profit	45
2.5	Financial Analysis	46
2.5.1	Capital Spending	46
2.5.2	Staff Costs	47
2.5.3	Other Operating Costs	48
2.5.4	Profit & Loss	49
2.5.5	Balance Sheet	50
2.5.6	Cash Flow & Funding Requirements	51
2.6	Risk Analysis	52
2.6.1	SWOT Analysis	52
2.7	Conclusion	55
CHAPTER 3 SALES ACHIEVEMENT REPORT		56
CHAPTER 4 FINANCIAL REPORT		98
CHAPTER 5 FUTURE PLAN		104
AUDIT VERIFICATION		67
APPENDICES		68

Chapter 1 Company Profile

1.1 Contact Information

Zamil Syah Mustaffa

Managing Director

Mobile: +6017 - 288 3105

Email : zamilsyah@taliantulen.com

Dzul Majdi Mohd Dashed

Executive Director

Mobile: +6012 - 318 6731

Email : dzmajdi@taliantulen.com

Talian Tulen Sdn Bhd

I-09-11, Pelangi Damansara

PJU 6, Persiaran Surian

47800 Petaling Jaya, Selangor Darul Ehsan.

Tel : +603 – 7725 0430

Fax : +603 – 7727 2270

Email : info@taliantulen.com

1.2 Professional Advisors

Secretary	Zafuan Nordin, Peruniaga Corporate Advisory (242256-T) K5-1, Excella Business Park, Jalan Ampang Putra, Taman Ampang Hilir 55100 Kuala Lumpur
Banker	CIMB Bank Berhad, Kajang Branch 9 Jalan Tun Aziz Lim Tan 43000 Kajang, Selangor Darul Ehsan
Lawyer	Kajan Singh & Co. Suite 1, Level 1, No. 23A, Jalan Raja Haroun 43000 Kajang, Selangor Darul Ehsan
Auditor	Ari & Co. 24-4-2, Jalan 4/50, Diamond Square Business Centre, Off Jalan Gombak 53000 Kuala Lumpur

Table 1.1: Talian Tulen's Professional Advisors

1.3 Basic Corporate Information

Name of Company:	Talian Tulen Sdn Bhd
Company no:	457942-M
Status:	Private Company Limited by Shares. Incorporated in Malaysia on 19 th February 1998 under the Companies Act 1965. Dormant since incorporated, revived on 28 th March 2007.
Capital:	Authorized: 100,000 ordinary RM1 shares. Issued: 5,999 RM1 shares to Zamil Syah Mustaffa, 3,999 RM1 shares to Dzul Majdi Mohd Dashedilah, 2 RM1 shares to Pesaka Bintang Sdn Bhd.
Board of Directors	Zamil Syah Mustaffa Dzul Majdi Mohd Dashedilah Azlee Shah Mustaffa Dato' Haji Mustaffa Hassan
Registered Office:	65, Jalan Villa 11, Anggerik Villa 43000 Kajang Selangor Darul Ehsan.
Administrative Office:	I-09-11, Pelangi Damansara, PJU 6, Persiaran Surian 47800 Petaling Jaya, Selangor Darul Ehsan.
R&D Office:	Technopreneur Incubation Center College of Arts and Sciences Universiti Utara Malaysia 06010 Sintok Kedah Darul Aman.
MOF License:	210101, 210102, 210103, 210104, 210105, 210106, 220502, 220503, 221501, 221502. (due to complete by June 2008)
Business Activities	Website Solutions. System Integration. Webmedia Content Development.

Table 1.2: Talian Tulen's Basic Corporate Information

1.4 Vision, Mission, Values

Vision

Talian Tulen Sdn Bhd (Talian Tulen) is dedicated to develop and grow the company to one day be acknowledged as a major player in the regional ICT industry particularly in the area of Integrated Web Development, specializing in Mobile Technology. We envisage ourselves to be recognized as a company that offers the most cost-effective services and solutions, prioritizing the exertion of quality in our work and aims to set the standard against which similar services and solutions are valued. The founders firmly believe that the advantages that quality ICT solutions brings, should not be available just for larger, more resourceful organizations and/or individuals, instead everyone should be able to be touched and benefit from the endless possibilities that ICT proffers.

Mission

Our mission is to add value to our clients' organization with the best-value-for-money services and solutions in the micro, small and medium-sized organization business market in Malaysia, with a view to expand into other regional markets in a few years. Aligned with the mission statement, our goals by early 2011 are to:

- To achieve excellent clients' satisfaction rating by completing every project within the estimated budget and time-limit, complying with every mutually agreed deliverables of each project, and providing organization-wide commitment to customer service and after-sales support. The objective is for them to view us as a reliable partner, with whom they would want to develop a symbiotic, long-term relationship with.
- To promote creativity and innovation in our organization and significantly invest in R&D in an effort to continuously improve and add value to our service and solution offerings to our clients.
- To continue the policy of maintaining an optimum size for our organization by encouraging continuous career development and training for our associates, employing new, skilled and motivated individuals whenever needed, as well as strengthening relationship with business partners. We are also dedicated to promote a good working environment and continuous improvement of business conditions by providing generous benefits and incentives for every personnel and partners.
- To establish ourselves in the targeted market by penetrating the market and increasing customer awareness over the period, through meticulous and effective marketing mix

The contents of
the thesis is for
internal user
only