

BUSINESS REPORT

TIZ 6938 – FINAL PROJECT AND INTERNAL INDUSTRIAL INTERNSHIP

DZUL MAJDI BIN MOHD DASHILAH

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**



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*)

DZUL MAJDI BIN MOHD DASHILAH

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*)

**DR. MOHD AMY AZHAR
BIN HJ. MOHD HARIF**

Nama Mentor UUM
(*Name of UUM Mentor*)

Tandatangan:
(*Signature*)

**EN. MOHD AZHAR BIN
ABDUL WAHAB**

Nama Mentor Industri
(*Name of Industrial Mentor*)

Tandatangan:
(*Signature*)

Nama Pensyarah
(*Name of Lecturer*)

**EN. MOHD RUSHDI IDRUS
PROF. MADYA DR.
NORSHUHADA SHIRATUDDIN**

Tandatangan:
(*Signature*)

Pengerusi, Bidang
Sains Gunaan,
Kolej Sastera Dan Sains
(*Applied Science Chair,
College Of Arts And Sciences*)

Tandatangan:
(*Signature*)

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

ACKNOWLEDGEMENT

**..... to my loved family and
friend for their prayers,
inspiration and support.**

**Most of all – My Mom and Dad
.... Thanks for everything.**

TABLE OF CONTENTS

MENTORS VERIFICATION	i
PERMISSION TO USE	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF ABBREVIATIONS	ix

CHAPTER 1: COMPANY PROFILE	1
1.1 History of Talian Tulen Sdn. Bhd.	1
1.2 Talian Tulen Sdn. Bhd. Logo	3
1.3 Talian Tulen Corporate Information	4
1.4 Vision, Mission And Values	6
1.5 Business Organization & Management	9
1.6 Business Infrastructure	16
1.7 Product & Services	17
1.8 Core Competencies	21
1.9 Professional Advisors	23
1.10 Contact Information	24

CHAPTER 2: THE BUSINESS PLAN ‘F2O SOLUTION’	26
2.1 Executive Summary	26
2.2 Introduction To The Company	28
2.2.1 Company Background	28
2.2.2 Business Intent	31
2.2.3 Growth Strategies	34
2.2.4 Target Markets	36
2.2.5 Revenue Model	38
2.2.6 Operational Setup	38
2.2.7 Long Term Goals of Company	39
2.2.8 Mission & Vision Statement	39

2.3	Employment Of Knowledge Workers	43
2.3.1	Management Team	43
2.3.2	Organizational Chart	46
2.3.3	Human Resource Plan	47
2.4	Service and Development	49
2.4.1	Service Overview	49
2.4.2	Benefits and Customer Value Proposition	50
2.5	Marketing Plan	51
2.5.1	Marketing Overview	52
2.5.2	Marketing Programs	57
2.6	Financial Plan	62
2.6.1	Start-up Funding	63
2.6.2	Break Even Analysis	65
2.6.3	Projected Profit and Lost	66
2.6.4	Projected Cash Flow	69
2.6.5	Projected Balance Sheet	71
2.7	Conclusion	72
CHAPTER 3: SALES ACHIEVEMENT REPORT		73
3.1	Introduction	73
3.2	The Take-off Phase	73
3.3	Sales Report (April – December 2007)	77
3.4	Sales Volume	79
3.5	Production Costs	81
3.6	Pricing	82
CHAPTER 4: FINANCIAL REPORT		83
CHAPTER 5: FUTURE PLAN		89
5.1	Introduction	89
5.2	Talian Tulen Sdn. Bhd. Future Plan.	89
AUDIT VERIFICATION		93
APPENDICES		
APPENDIX 1 - Form 9: Corporation Certificate		
APPENDIX 2 - Memorandum and Articles of Association		

APPENDIX 3 - Form 49: Register of Directors, Managers and Secretaries

APPENDIX 4 - Form 24: Return on Allotment of Shares

APPENDIX 5 - Audited Reports and Financial Statements (2007)

LIST OF TABLES

TABLE	TITLE	PAGE
1.1	Basic Corporate Information	4
1.2	Talian Tulen's Personnel	13
1.3	Talian Tulen's Services	18
1.4	Talian Tulen's Professional Advisors	23
1.5	Directors Contact Information	24
2.1	F20 Startup Capital	30
2.2	Human Resource Plan	48
2.3	Marketing Plan Objectives	56
2.4	Target Market	61
2.5	Start-up Funding	64
2.6	Break-even Analysis	65
2.7	Projected Profit and Loss	66
2.8	Projected Cash Flow	70
2.9	Projected Balance Sheet	71
3.1	Pilot Sales Projection 2007	75
3.2	Sales Summary	79

LIST OF FIGURES

FIGURE	TITLE	PAGE
1.1	Talian Tulen Sdn. Bhd. Logo	3
1.2	Organization Structure	12
2.1	Sales forecast	27
2.2	Key Principal	44
2.3	F2O Organizational Chart	46
2.4	F2O Service Overview	50
2.5	Marketing Overview	52
2.6	Break-even Analysis	65
2.7	Forecasted Monthly Net Profit	67
2.8	Forecasted Annual net Profit	67
2.9	Forecasted Annual Margin	68
2.10	Forecasted Monthly Gross Margin	68
2.11	Net Cash Flow	69
3.1	Pilot Sales Projection (April – December 2007)	77
3.2	Profit Margin 2007-2008 (forecasted)	83

LIST OF ABBREVIATIONS

ADSL	Asymmetric Digital Subscriber Line
Bhd.	Berhad
CEO	Chief Executive officer
DNS	Domain name system
GLC	Government link company
ICT	Information and communication technology
IDC	International Data Corporation
IEEE	Institute of Electrical and Electronics Engineers
IP	internet protocol
ISO	International Organization for Standardization
IT	Information technology
MARA	Majlis Amanah Rakyat
MAVCAP	Malaysian Venture Capital Management Berhad
MDeC	Multimedia Development Division
MeCD	Ministry of Entrepreneur and Cooperative Development
MITI	Ministry of International Trade and Industry
MOST	Master of Science Technopreneurship
MSC	Multimedia Super Corridor
PDA	Personal digital assistant
R&D	research and development
Sdn.	Sendirian
SME	Small and medium enterprise
SSM	Suruhanjaya Syarikat Malaysia
TIC	Technopreneur Incubation Centre (UUM)
UUM	Universiti Utara Malaysia
WiFi	Wireless fidelity
WiMAX	Worldwide Interoperability for Microwave Access

Chapter 1 - Information on Company

1.1 History of Talian Tulen Sdn. Bhd.

The company, Talian Tulen Sdn. Bhd. was incorporated in February 1998 under the Companies Act 1965 as a Private Company Limited by Shares. The company was acquired by Zamil Syah Mustaffa in March 2007, and was revived and begin its operation in April 2007, when the partnership with Dzul Majdi Mohd Dashilah were formed. Talian Tulen Sdn. Bhd. is currently run by a management team lead by them, who respectively act as Managing Director and Executive Director of the company. Azlee Shah Mustaffa and Dato' Haji Mustaffa Hassan are the only other non-executive directors of the new venture. They would respectively bring vitality and wisdom to the young pair of entrepreneurs.

When it was founded, Talian Tulen Sdn. Bhd. operates from Universiti Utara Malaysia's (UUM) Technopreneur Incubation Centre (TIC), taking advantage of the facility provided by MARA/UUM for Master of Science Technopreneurship students. For the purpose of expanding our client base and contact list, we currently station and operate from a temporary home-office in Damansara, Selangor. As part of our expansion plan, we are looking into the possibility of moving to a more long-term set-up in the Klang Valley area in the near future.

Since Talian Tulen Sdn. Bhd. humble beginnings, we have gone from strength to strength and have managed to roll out several numbers of web and multimedia-related projects, as

The contents of
the thesis is for
internal user
only