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, memperakuan 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
Tandatangan:  
(Signature)

EN. MOHD AZHAR BIN  
ABDUL WAHAB
Tandatangan:  
(Signature)

EN. MOHD RUSFDI IDRUS  
PROF. MADYA DR.  
NORSHUHADA SHIRATUDDIN
Tandatangan:  
(Signature)

Nama Mentor UUM  
(Name of UUM Mentor)

Nama Mentor Industri  
(Name of Industrial Mentor)

Nama Pensyarah  
(Name of Lecturer)

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

Tandatangan:  
(Signature)

Tandatangan:  
(Signature)

Tandatangan:  
(Signature)

Tandatangan:  
(Signature)

Tarikh  
(Date) 
23/7/2008
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 Market & Competitors Information 39
2.3 Employment Of Knowledge Workers
  2.3.1 Management Team
  2.3.2 Organizational Chart
  2.3.3 Human Resource Plan
2.4 Service and Development
  2.4.1 Service Overview
  2.4.2 Benefits and Customer Value Proposition
2.5 Marketing Plan
  2.5.1 Marketing Overview
  2.5.2 Marketing Programs
2.6 Financial Plan
  2.6.1 Start-up Funding
  2.6.2 Break Even Analysis
  2.6.3 Projected Profit and Lost
  2.6.4 Projected Cash Flow
  2.6.5 Projected Balance Sheet
2.7 Conclusion

CHAPTER 3: SALES ACHIEVEMENT REPORT
  3.1 Introduction
  3.2 The Take-off Phase
  3.3 Sales Report (April – December 2007)
  3.4 Sales Volume
  3.5 Production Costs
  3.6 Pricing

CHAPTER 4: FINANCIAL REPORT

CHAPTER 5: FUTURE PLAN
  5.1 Introduction

AUDIT VERIFICATION

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

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

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