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)

NORHAYATI BINTI HASHIM

...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 __________ 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  
(Name of UUM Mentor)

Nama Mentor Industri : ZULKIFLI SAID  
(Name of Industrial Mentor)

Nama Pensyarah  
(Name of Lecturer)

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

Tandatangan:  
(Signature)

Tandatangan:  
(Signature)

Tandatangan:  
(Signature)

Tandatangan:  
(Signature)

Nama:  

Tari...
ACKNOWLEDGEMENT

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

Most of all – My Mom and Dad
.... Thanks for everything.
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 Univesiti 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
# 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 Myriad Solutions Sdn. Bhd. History 1  
1.2 Business Organization 5  
1.3 Myriad Solutions Sdn Bhd Corporate Information 6  
1.4 Product & Services 8  
1.5 Professional Advisors 11  
1.6 Contact Information 12

## CHAPTER 2: THE BUSINESS PLAN 'TELEWORKING' 13

2.1 Executive Summary 13  
2.2 Introduction To The Company 14  
2.3 The Objectives 15  
2.4 Employment Of Knowledge Workers 17  
  2.4.1 The Management Team 17  
  2.4.2 Organization Chart 17  
  2.4.3 Human Resource Planning 18  
2.5 Product/Service/Technology Overview 22  
  2.5.1 Research and Development 25  
  2.5.2 Customer Value Proposition 27  
  2.5.3 Market Potential 29  
2.6 Marketing Program 30
2.6.1 Customer and target Market Segmentation 30
2.6.2 Market Analysis Summary 31
2.6.3 Main Competitors 35
2.6.4 Strategy 36
2.6.5 4 P’s Marketing 36
2.6.6 Sales Strategy 40
2.6.7 Sales Forecast 40
2.6.8 Strategic Relationships on research, design and development 41
2.6.9 Critical Risk Segment 41
2.6.10 Marketing Expenses 42

2.7 Operational Planning 43
2.7.1 Operation Expenses 43
2.7.2 Salary 44
2.7.3 Administrative Expenses 45

2.8 Financial Planning 46
2.8.1 Project Implementation Cost & Sources of Finance 46
2.8.2 Loan Repayment Schedule 47
2.8.3 Depreciation of Fixed Asset 47
2.8.4 Pro Forma Cash Flow Statement – Before Loan 50
2.8.5 Pro Forma Cash Flow Statement – After Loan 71
2.8.6 Income Statement 53
2.8.7 Balance Sheet 54
2.8.8 Financial Ratio 55
2.8.9 Forecasted Performance 56

CHAPTER 3: SALES ACHIEVEMENT REPORT 57
3.1 Services 57
3.2 Portfolio 59

CHAPTER 4: FUTURE PLAN 61
4.1 Introduction 61
4.1.1 Human Resources Development 61
4.1.2 Product and Service Development 61
4.1.3 Research and Development Planning 62

AUDIT VERIFICATION 63

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>1.3</td>
<td>Basic Company’s Information</td>
<td>6</td>
</tr>
<tr>
<td>1.3</td>
<td>Myriad Solutions’s Board Of Director as 12nd Of Nov 2006</td>
<td>7</td>
</tr>
<tr>
<td>1.4</td>
<td>Myriad Solutions’s Services</td>
<td>9</td>
</tr>
<tr>
<td>1.5</td>
<td>Professional Advisors</td>
<td>11</td>
</tr>
<tr>
<td>1.6</td>
<td>Contact Information</td>
<td>13</td>
</tr>
<tr>
<td>2.4.3</td>
<td>Human Resource Planning</td>
<td>20</td>
</tr>
<tr>
<td>3.1</td>
<td>Type Of Work</td>
<td>25</td>
</tr>
<tr>
<td>3.2</td>
<td>Statistic on Internet user</td>
<td>26</td>
</tr>
<tr>
<td>4.5</td>
<td>Price Rate</td>
<td>39</td>
</tr>
<tr>
<td>2.7.2</td>
<td>Salary Expenses</td>
<td>45</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>MSSB’s Logo</td>
<td>4</td>
</tr>
<tr>
<td>1.2</td>
<td>Organization Structure of Myriad Solutions Sdn Bhd as 1st Jan 2008</td>
<td>5</td>
</tr>
<tr>
<td>2.4.2</td>
<td>Organization Chart</td>
<td>19</td>
</tr>
<tr>
<td>3.2.1</td>
<td>Employment of status Teleworker</td>
<td>27</td>
</tr>
<tr>
<td>4.6</td>
<td>Sales Forecast for Three years</td>
<td>46</td>
</tr>
<tr>
<td>4.9</td>
<td>Marketing Expenses</td>
<td>43</td>
</tr>
<tr>
<td>5.1</td>
<td>Operation Expenses Monthly</td>
<td>44</td>
</tr>
<tr>
<td>5.3</td>
<td>Administrative Expenses</td>
<td>46</td>
</tr>
<tr>
<td>2.8.1</td>
<td>Project Implementation cost &amp; source of Finance</td>
<td>46</td>
</tr>
<tr>
<td>2.8.1</td>
<td>Loan Repayment Schedule</td>
<td>47</td>
</tr>
<tr>
<td>2.8.1</td>
<td>Depreciation of Fixed Assets (Loan and Hire Purchase Schedule)</td>
<td>48</td>
</tr>
<tr>
<td>2.8.3</td>
<td>Depreciation of Fixed Assets</td>
<td>49</td>
</tr>
<tr>
<td>2.8.5</td>
<td>Proforma Cash Flow Statement</td>
<td>52</td>
</tr>
<tr>
<td>2.8.6</td>
<td>Income Statement</td>
<td>53</td>
</tr>
<tr>
<td>2.8.7</td>
<td>Balance Sheet</td>
<td>54</td>
</tr>
<tr>
<td>2.8.8</td>
<td>Financial Ratio</td>
<td>55</td>
</tr>
<tr>
<td>2.8.9</td>
<td>Forecasted Performance</td>
<td>56</td>
</tr>
</tbody>
</table>
LIST OF ABBREVIATIONS

MSSB Myriad Solutions Sdn Bhd
1.1 Myriad Solutions Sdn Bhd History

Myriad Solutions Sdn Bhd (MSSB) was incorporated on 12th November 2006 to provide technical expertise in Information Technology and computer programming with a speciality on delivery secure communication and business application with integrated workflow through intranet and internet system. The MSSB main expertise, programming and development tool is based on open source and .NET.

Ever since its incorporation day until now, the company's philosophy and practise is always believe in working and recruiting dedicated, intellectual and progressive personnel that are eagerly pursuing their interest in exploring and putting down their intellectual knowledge in providing a solution for our differing clients needs.

The company's run as a team by bringing the people, ideas, skills, products and clients together to form a successful combination that will benefit both of the clients and people in the company. Commitment, innovation, creativity, hard work and desire to learn represent the bottom line and culture of the company. These cultures will being enhanced with the company's believe of sharing the profits with the team members and transparent business operation.

Although the services that we currently offer are largely in the field of Web Development, the company was originally established by the founders to take advantage of the perceived opportunity brought forward by the future trends in the ICT industry –
The contents of the thesis is for internal user only