

**ONLINE VIRTUAL MALAYSIA WALKTHROUGH (MAWA)**  
**(Experience the Culture)**

This report submitted to Graduate School in partial fulfillment of requirement for the  
degree Master of Science (Technopreneurship), Universiti Utara Malaysia.

By:

Amran Bin Sharib

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Amran Bin Sharib  
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## **EXECUTIVE SUMMARY**

Five years ago some of us became familiar with the term ‘virtual reality’ by reading in computer magazines that soon one will be able to visit cultural heritage sites using a computer. Today, some of the websites display three dimensional (3D) models of objects, buildings and sites so that one can visualise these models from any angle by rotating them on the computer screen. This visualisation is improving and will soon allow the ‘virtual visit’ of a site, of heritage buildings and of objects surrounding them. This improvement has introduced the term ‘virtual tourism’ thus providing new tools for heritage site interpretation and presentation, and for sustainable tourism.

Online Virtual Malaysia Walkthrough or MAWA is an application that takes Malaysia to the world. Virtual is a representative word for digital or cyber world. MAWA promotes Malaysia in virtual form to attract tourists all over the world to know how Malaysia looks from a far. The tag line is experience the culture. This project would also allow exploring the uses of virtual reality to improve the presentation and interpretation of cultural sites and to extend the carrying capacity of heavily visited sites.

The targeted market is the foreign tourists, and the strategy is to attract at least 1% of the total forecasted tourist who will need to pay an access fee of USD20 per entry.

## **ACKNOWLEDGEMENTS**

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## **CHAPTER ONE**

### **INTRODUCTION TO THE COMPANY**

#### **1.1 Company Background**

The company is called AMS Solution. All of the partners are from the Multimedia and IT background. Even though all came from the same background, the expertises are different and that differences are taken as our strength. We divide our task to three parts, Technical, Marketing and, Administration. For the technical part, it covers all about the research and development of the project. Marketing part is to make sure the project gets to the targeted and potential customer. The administration part task is to make sure all the operational works smoothly. All parts have to make sure the project is accepted by the customer. Refer Company Profile (Appendix A) for more detail about AMS Solution.

- **Vision**

We aim to be one stop center IT provider in Web Application Development, Multimedia Development and IT Training.

- **Mission**

- To build a profitable company renowned for its quality.
- To develop and improve our product and services to meet our customer's needs.
- To continuously do research and development to remain competitive.
- To be a good corporate citizen.

Company : AMS Solution

Registered Address : No 503 Blok A8, Seksyen 1 Wangsa Maju,  
53300 Kuala Lumpur.

Operational Address : No 503 Blok A8, Seksyen 1 Wangsa Maju,  
53300 Kuala Lumpur.

Tel. No. : 013 550 5959

Email : admin@amssolution.com.my

Co. Registration No. : AS0308976-K

Registration Date : 8 September 2008

Business Activity : Information Technology Consultation, Software Development, Multimedia Development, Networking Services, Event Management, Computer Services, Hardware and Software Supplier, Telecommunication, Photography, Printing.

Type of Business : Information Technology

Status : Bumiputera-owned Company

## **1.2 Business Intent**

For Astheirner (1999), tourism as a sector has grown and it is considered to be one of the largest global industries. It has a huge potential in job creation and in offering an opportunity to develop less favoured regions. Travel & Tourism is a labour-intensive activity and the majority of enterprises operating in tourism are Small Medium and Micro Enterprises. Travel and Tourism (Astheirner, 1999), could be used as an activator

for related industries due to investments and efforts that have been spent in infrastructure, plants and capital equipment from suppliers.

Astheirner (1999) points out that tourism on an international basis is a major economic sector generating over \$420 billion in tourism receipts, accounting for almost 4% of global GDP and sustaining close to 70 million jobs. It continues to be driven largely by affordable travel, especially by air, and travel opportunities opened up by new technologies as well as tourists looking for new experiences. Although the tourism industry is a major player internationally there are some constraints that have caused the sector to stagnate. These constraints include factors including economic downturn, terrorism, political unrest and the impact of the SARS virus which have had a great impact on travel in the past (UNWTO, 2008). The industry took a downturn but it appears to be slowly recovering again. Tourism as a major 21st century recreational/educational activity will continue to grow (UNWTO, 2008).

Malaysia Business Forecast Report provides Business Monitor International (BMI) targets investment opportunities in Malaysia's high growth industries, including automotives, food and drink, infrastructure, oil and gas, pharmaceuticals and healthcare, telecommunications and information technology.

Letellier (2001) states that statistics indicate that tourism will be increasing considerably over the next decade. Conservationists responsible for the management and protection of heritage sites are concerned by the increasing number of visitors at heritage sites. They fear that this may have a negative impact on cultural resources. On the other hand, tourist bureaus would like to make use of heritage sites to attract and increase visitation. Tourism and conservation specialists are seeking means to satisfy these concerns.

Just a few years ago, virtual reality was regarded more as a toy than a tool (Haleem, 2003). The use of head-mounted displays and data gloves supported a science fiction impression. The entertainment business embraced the virtual reality tools, promising to provide virtual worlds as computer-generated alternatives to the real world. In business, however, this science fiction orientation detracts from the usefulness of virtual reality. Today practical applications of virtual reality exist (Haleem, 2003), particularly in areas such as architecture and computer-aided engineering design.

Virtual reality projects around the world introduced two important innovations (Letellier, 2001), the ability of the end user to gain a feel and experience near real sensations in a simulated world and become part of its dynamics; and the provision of some interesting insights on how people and technology will interact. Both developments attracted lots of media attention that helped publicise virtual reality.

Virtual reality has a very important message, which is essential to the improvement of our economy and society (Harlina, 2004). Currency trading is a very good example (Lee, 2001) of how virtual money can be used for trading and considerable real profits or losses made.

### **1.3 Growth Strategies**

In order for the sector to grow the three objectives are taken into consideration specifically allowing the participation of an all inclusive information society by means of human resource development and skills transfer, a secure environment, enabling a good quality service, developing the product further and being able to do marketing to the rest of the world (Raemah, 2001).

Every company wants to expand their wing. It includes AMS Solution as new company in the industry. For the future growth, we have divided the strategy into three parts. First part is on the financial strategy, second part is on the technologies and product development strategies and the third part is on marketing strategies.

### **1.3.1 Financial Strategies**

For the financial strategies, we will try to apply and get the MSC status. This is for tax exemption purpose. No tax means no extra money coming out from the cash flow. Beside that the MSC status alone also can help the company gain more trust from the potential client. The status shows that our company is one of the best companies in the market.

### **1.3.2 Technology and Product Development Strategies**

Technologies could be utilized within the tourism industry to improve the sector, to develop and improve productivity within the sector as well as allow the ability to reach a broad and diverse customer base nationally as well as internationally. The technologies require a focus on flexibility and ability to be responsive to rapid change but parallel to this, be stable and responsible to the existing customer base and suppliers.

MAWA is an online virtual reality application and use Massively Multiplayer Online Games (MMOGs) as a platform. The market for MMOGs is experiencing incredible growth, enabled by advances in graphics hardware and broadband connectivity. The technology platform is a highly flexible, comprehensive client-server infrastructure with tools and fully documented sample code and assets.

An avatar is a computer user's representation of himself/herself or alter ego, whether in the form of a three-dimensional model used in computer games, a two-dimensional icon (picture) used on Internet forums and other communities. It is an “object” representing the embodiment of the user.

For the technology and product development strategies, we will use third party software to enhance our product development period and yet the quality still can be accepted such as we will use poser to create the 3D modeling for character and Autodesk AutoCAD for building basic structure or blueprint before transferring it into the virtual reality.

Game technology can be beneficial in developing tools for constructing virtual-reality applications. For example, game engines can offer software technology for efficient 3D real-time rendering on off-the-shelf PCs. The pipeline from 3D-content creation tools to virtual reality has also traditionally been problematic. However some game engines offer plug-ins for commonly used 3D-modelling packages as well as other tools to help with content production for 3D. Taking advantage of recent developments in game technology within the context of virtual reality is therefore an interesting possibility.

New technology in this area is being developed daily. The uniqueness is the combination of mature technology with quality content. It has succeeded at oversea. So it should be easier to develop this idea by studying these oversea experiences.

### **1.3.3 Marketing Strategies to Increase Market or Mind Share**

Advances in telecommunication technologies are dramatically transforming spatial relationships in tourism, at every scale from local to global. In one such transformation, the internet has increasingly become a popular medium

(Bronkhorst, 2007) for marketing the products of industries like tourism. The study by Bronkhorst (2007) identifies the advantages of the internet as a marketing tool and the characteristics of the tourism industry, it is suggested that the use of virtual reality via this medium is likely to become very important for marketing tourism in the near future.

According to Machover (1999), the market for virtual reality hardware, software, systems, and services was about \$3.6 billion. That was the market value back then and it keeps on growing until today. This is a niche market compared to computing (\$200-billion PC market in 2000) and communication (\$700-billion telecommunication services market in 2000) market segments. Virtual reality-market players like SGI (\$3 billion), Engineering Animation (\$100 million), and Division (\$5 million) are quite small compared to big information and communication technology companies like AT&T (\$53 billion), Compaq (\$31 billion), or Cisco (\$9 billion) (data in 1998 revenues) (Astheirner, 1999).

Today, virtual reality technology is beginning to affect a couple of vertical industry segments. In some cases, productive, everyday applications replace vaguely focused field trials. Vertical applications include construction, power plants, industry automation, military, aerospace, automotive, oil exploration, entertainment, retail, broadcast, and medical. Horizontal segments comprise design and development, rapid prototyping, simulation and training, and marketing. Except for games, medicine, retail commerce, and certain military applications, today's virtual reality applications mainly target (Astheirner, 1999):

- Large-scale engineering objects or processes,
- Product life-cycle optimization, and
- Industry use.

## 1.4 Target Markets

According to Internet World Stats (2007), Malaysia internet subscribers will be double by 2012. The number of the Internet subscribers in Malaysia is expected to reach the 10 million mark in the next five years according to Telekom Malaysia (TM) Bhd General Manager of Strategic Development Division, Dr Fadhlullah Suhaimi Abdul Malek. His statement is based on the growing trend of Internet users in the last three years as Malaysia moved towards advanced information, communications and multimedia services.

Based on that, our targeted market is the entire foreign tourists all over the world.

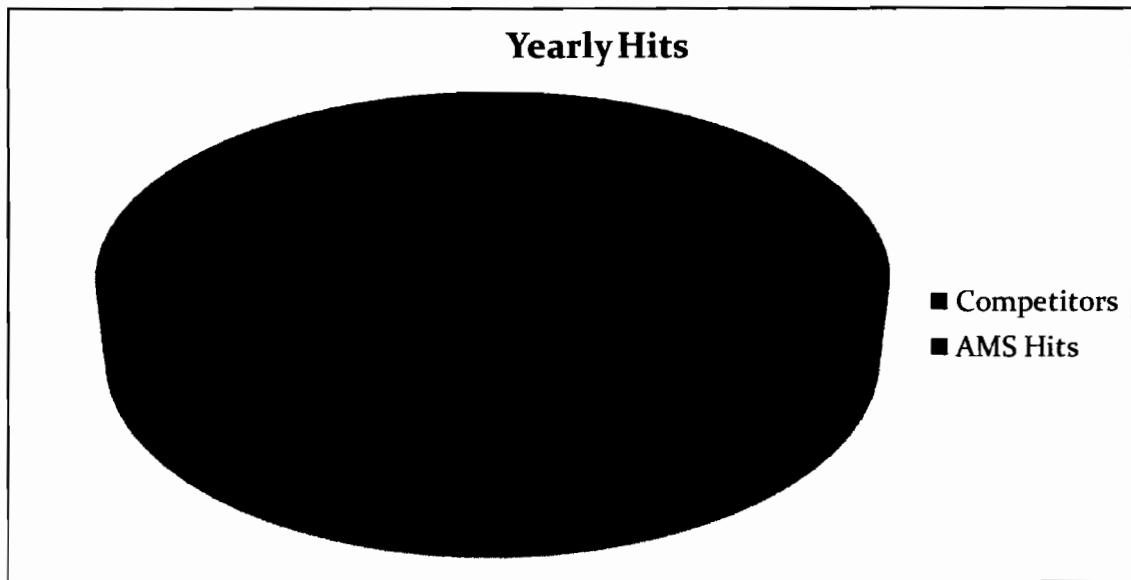


Figure 1.1: Our targeted yearly hit

Figure 1.1 shows our targeted yearly hit only 1% from overall market.

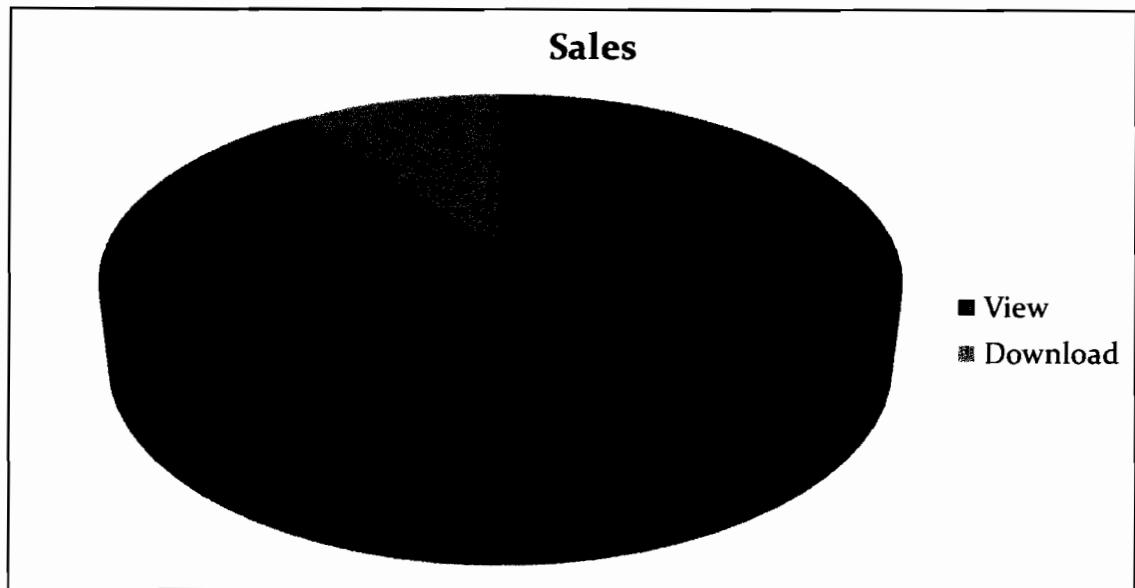


Figure 1.2 : Sales targets

Figure 1.2 shows our targeted download hit only 10% from our yearly overall hits.

### 1.5 Revenue Model

For Example Year 2007: 20,972,822

Potential Customer (Estimated) 1% = 209, 728 tourist hits

Assume 10% will buy = 20, 972 register

Pay Per Register = USD 20

Total = USD 419, 440

Convert (USD 1 : RM 3.20) : RM 1, 342, 208

## 1.6 Operational Setup

Stages of a typical application development project:

- **Requirements analysis**

Gather requirements for the intended solution.

- **Design and functional specifications**

Detail functional specification of the system. This includes detailed designs of all components required and will include technology specifications, such as environment and server requirements, if required. Depending on the nature of the requirement, and the project overall, prototypes may be produced during this stage

- **Implementation**

Our developers then take the functional specification and develop the database application components to defined standards. Where appropriate, clients are able to test prototypes during the applications development process in order to provide feedback at key stages.

- **Testing and acceptance**

Once it has passed quality assurance, the system is released to our client for beta-testing prior to a final iteration which includes formal client acceptance testing.

- **Deployment**

Work with the client to determine the most appropriate method of deployment for the project.

- **Support and maintenance**

All of our work is covered by warranty, but additional on-going application support and maintenance agreements ensure that your system is carefully monitored and running smoothly on a daily basis.

## **1.7 Long Term Goals of Company**

We hope our product will be the example or model for other similar product that we will produce. Besides that, the main goal is to really create Malaysia in virtual world because in this first phase we only create the world surrounding the interesting places. After three year we still not in the harvesting stage but from that time us sure we have the experience for the consultation.

Astheirner (1999) states that virtual reality has the potential to move on from today's niche state to a more significant market presence. They see two opportunities:

- Migrate from industry use to mass-market consumer use. Medical, military, and manufacturing are key segments for a larger number of professional users. Retail (product presentation) and games are the first segments with a consumer focus. Addressing the small office-home office and mass consumer market with attractive plug-and-play solutions of general interest based on Internet technologies will lead virtual reality into a mainstream application.

- Enter the communication and services sector. Although virtual reality-style graphics and audio are becoming a substantial part of PCs (mainly for high-end games), virtual reality related products currently don't address the communication aspect. Today's bulk of interpersonal communication occurs through voice transmission (and even about 80 percent of the world population still has no private access to that).

## 1.8 Market and Competitors Information

### 1.8.1 Market Analysis

As computing power increases, the demand for new products also grows. Virtual reality is a rapidly evolving platform for displaying information in a realistic simulation (Ekkapak, 2002). Due to its ability to realistically simulate real life it has been adopted into many forms of training such as military and medical applications. It has also been morphed into virtual chat rooms where someone across the world may appear to be across the room and into games where the virtual environment helps to envelop the user into the game world. As virtual reality application continue to progress the technology will become part of our life.

The technology known as "virtual reality" currently has several working definitions (Ahmad, 2002). To some it is simply the combination of 3D-rendering headgear and an interactive glove device, others see it as a system that differs from traditional simulation systems only in that real-time interaction is facilitated. Simplistically, virtual reality can be understood as an immersive technology that enables its user to experience and manipulate a computer model (Ahmad, 2002). It is this technology that experts are predicting will play a major role in engineering in the near future, especially in the prototyping process.

According to Ahmad (2002), development of virtual reality is already rapidly underway, not only in the confines of universities with intelligent engineering programs but in incubative testing programs in companies across the country who see in its capabilities that promise of a faster prototyping process leading to more efficient production.

### 1.8.1.1 World Internet Market Analysis

#### i. World Internet Usage and Population Statistics

Table 1.1; figure 1.3 to 1.5 show world internet usage and population statistics. They show data from world regions in internet users, penetration rates and users growth from 2000 to 2008.

Table 1.1 : The Internet Big Picture World Internet Users and Population Statistics

WORLD INTERNET USAGE AND POPULATION STATISTICS						
World Regions	Population (2008 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Users Growth 2000-2008	Users % of Table
<b>Africa</b>	975,330,899	4,514,400	54,171,500	5.6 %	1,100.0 %	3.4 %
<b>Asia</b>	3,780,819,792	114,304,000	657,170,816	17.4 %	474.9 %	41.2 %
<b>Europe</b>	803,903,540	105,096,093	393,373,398	48.9 %	274.3 %	24.6 %
<b>Middle East</b>	196,767,614	3,284,800	45,861,346	23.3 %	1,296.2 %	2.9 %
<b>North America</b>	337,572,949	108,096,800	251,290,489	74.4 %	132.5 %	15.7 %
<b>Latin America/Caribbean</b>	581,249,892	18,068,919	173,619,140	29.9 %	860.9 %	10.9 %
<b>Oceania / Australia</b>	34,384,384	7,620,480	20,783,419	60.4 %	172.7 %	1.3 %
<b>WORLD TOTAL</b>	6,710,029,070	360,985,492	1,596,270,108	23.8 %	342.2 %	100.0 %

Source : Internet World Stats – [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm) (March 31, 2009)

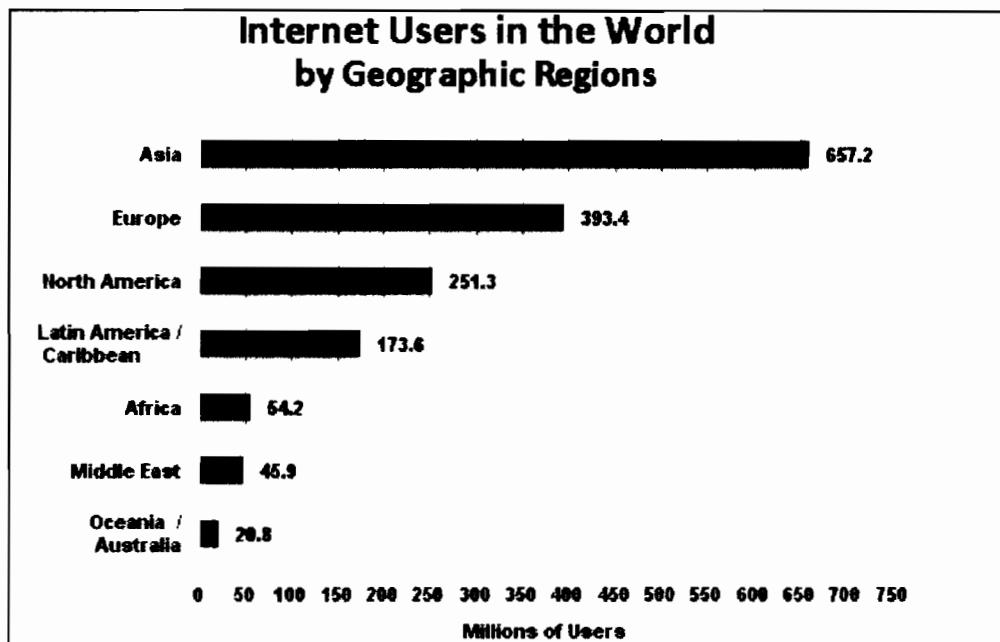


Figure 1.3 :Internet Users in the World by Geographic Regions

Source : Internet World Stats – [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm) (March 31, 2009)

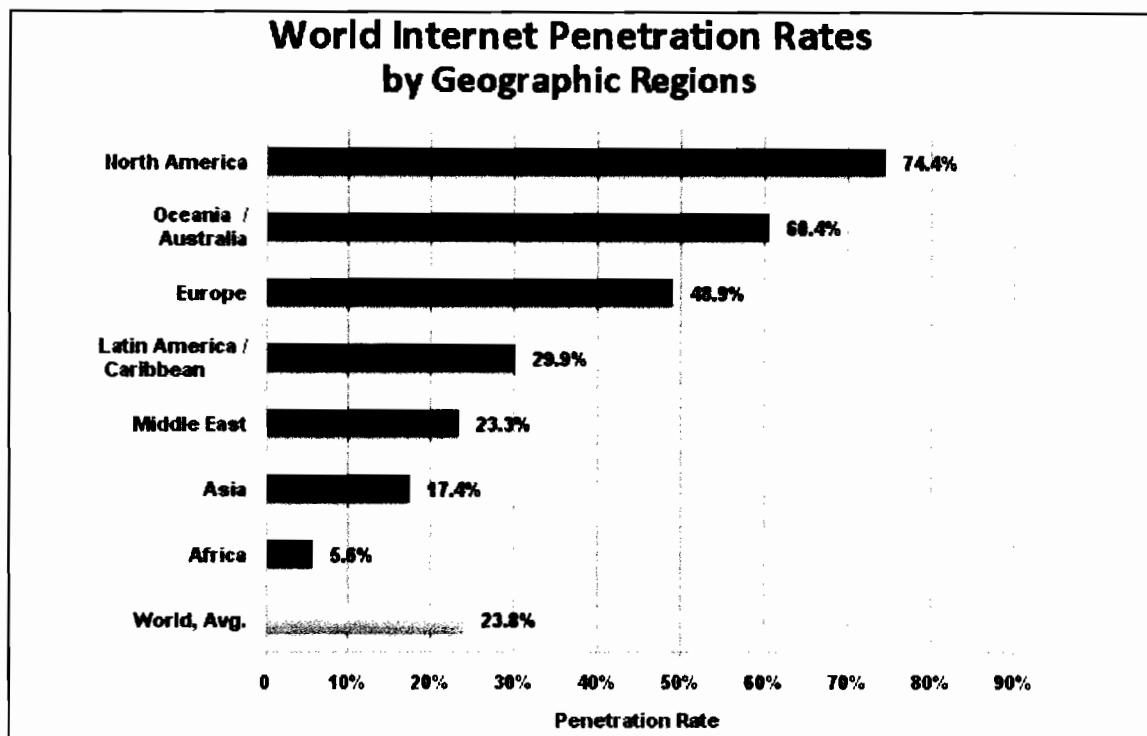


Figure 1.4 : World Penetration Rates by Geographic Regions

Source : Internet World Stats – [www.internetworkstats.com/stats.htm](http://www.internetworkstats.com/stats.htm) (March 31, 2009)

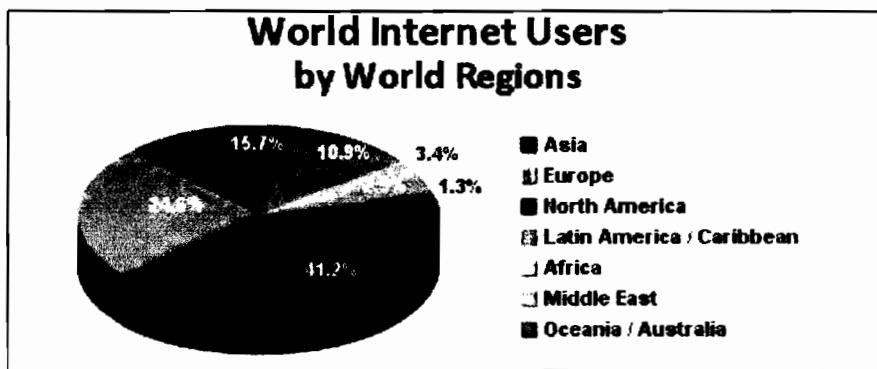


Figure 1.5 : World Internet Users by World Regions

Source : Internet World Stats – [www.internetworkstats.com/stats.htm](http://www.internetworkstats.com/stats.htm) (March 31, 2009)

## ii. Top 20 countries with highest number of internet users

Table 1.2 shows the top 20 countries with the highest of internet users. China is the highest number of internet users with 298,000,000 users which is 18.7% of world users. See figure 1.6 to 1.8.

Table 1.2 : Top 20 countries with highest number of internet users

TOP 20 COUNTRIES WITH HIGHEST NUMBER OF INTERNET USERS						
#	Country or Region	Population, 2008 Est	Users Latest Data	% Population (Penetration)	Growth 2000-2008	% of World Users
1	<u>China</u>	<u>1,330,044,605</u>	<u>298,000,000</u>	<u>22.4 %</u>	<u>1,244.4 %</u>	<u>18.7 %</u>
2	<u>United States</u>	<u>304,228,257</u>	<u>227,190,989</u>	<u>74.7 %</u>	<u>138.3 %</u>	<u>14.2 %</u>
3	<u>Japan</u>	<u>127,288,419</u>	<u>94,000,000</u>	<u>73.8 %</u>	<u>99.7 %</u>	<u>5.9 %</u>
4	<u>India</u>	<u>1,147,995,898</u>	<u>81,000,000</u>	<u>7.1 %</u>	<u>1,520.0 %</u>	<u>5.1 %</u>
5	<u>Brazil</u>	<u>196,342,587</u>	<u>67,510,400</u>	<u>34.4 %</u>	<u>1,250.2 %</u>	<u>4.2 %</u>
6	<u>Germany</u>	<u>82,369,548</u>	<u>55,221,183</u>	<u>67.0 %</u>	<u>130.1 %</u>	<u>3.5 %</u>
7	<u>United Kingdom</u>	<u>60,943,912</u>	<u>43,753,600</u>	<u>71.8 %</u>	<u>184.1 %</u>	<u>2.7 %</u>
8	<u>France</u>	<u>62,150,775</u>	<u>40,858,353</u>	<u>65.7 %</u>	<u>380.7 %</u>	<u>2.6 %</u>
9	<u>Russia</u>	<u>140,702,094</u>	<u>380,000,000</u>	<u>27.0 %</u>	<u>1,125.8 %</u>	<u>2.4 %</u>
10	<u>Korea South</u>	<u>48,379,392</u>	<u>36,794,800</u>	<u>76.1 %</u>	<u>93.3</u>	<u>2.3 %</u>
11	<u>Spain</u>	<u>40,491,051</u>	<u>28,552,604</u>	<u>70.5 %</u>	<u>429.9 %</u>	<u>1.8 %</u>
12	<u>Italy</u>	<u>58,145,321</u>	<u>28,388,926</u>	<u>48.8 %</u>	<u>115. %</u>	<u>1.8 %</u>
13	<u>Mexico</u>	<u>109,955,400</u>	<u>27,400,000</u>	<u>24.9 %</u>	<u>910.2 %</u>	<u>1.7 %</u>
14	<u>Turkey</u>	<u>75,793,836</u>	<u>26,500,000</u>	<u>35.0 %</u>	<u>1,225.0 %</u>	<u>1.7 %</u>
15	<u>Indonesia</u>	<u>237,572,355</u>	<u>25,000,000</u>	<u>10.5 %</u>	<u>1,150.0 %</u>	<u>1.6 %</u>
16	<u>Canada</u>	<u>33,212,696</u>	<u>23,999,500</u>	<u>72.3 %</u>	<u>89.0 %</u>	<u>1.5 %</u>
17	<u>Iran</u>	<u>65,875,223</u>	<u>23,000,000</u>	<u>34.9 %</u>	<u>9,100.0 %</u>	<u>1.4 %</u>
18	<u>Vietnam</u>	<u>86,116,559</u>	<u>20,993,374</u>	<u>24.4 %</u>	<u>10,396.7 %</u>	<u>1.3 %</u>
19	<u>Poland</u>	<u>38,500,696</u>	<u>20,020,362</u>	<u>52.0 %</u>	<u>615.0 %</u>	<u>1.3 %</u>
20	<u>Argentina</u>	<u>40,481,998</u>	<u>20,000,000</u>	<u>49.4 %</u>	<u>700.0 %</u>	<u>1.3 %</u>
<b>TOP 20 Countries</b>		<b>4,286,530,622</b>	<b>1,226,184,091</b>	<b>28.6 %</b>	<b>342.7 %</b>	<b>76.8 %</b>
<b>Rest of the World</b>		<b>2,423,498,448</b>	<b>370,086,017</b>	<b>15.3 %</b>	<b>324.7 %</b>	<b>23.2 %</b>
<b>Total World - Users</b>		<b>6,710,029,070</b>	<b>1,596,270,108</b>	<b>23.8 %</b>	<b>342.2 %</b>	<b>100.0 %</b>

Source : Internet World Stats – [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm) (March 31, 2009)

## INTERNET TOP 20 COUNTRIES With Highest Number of Users

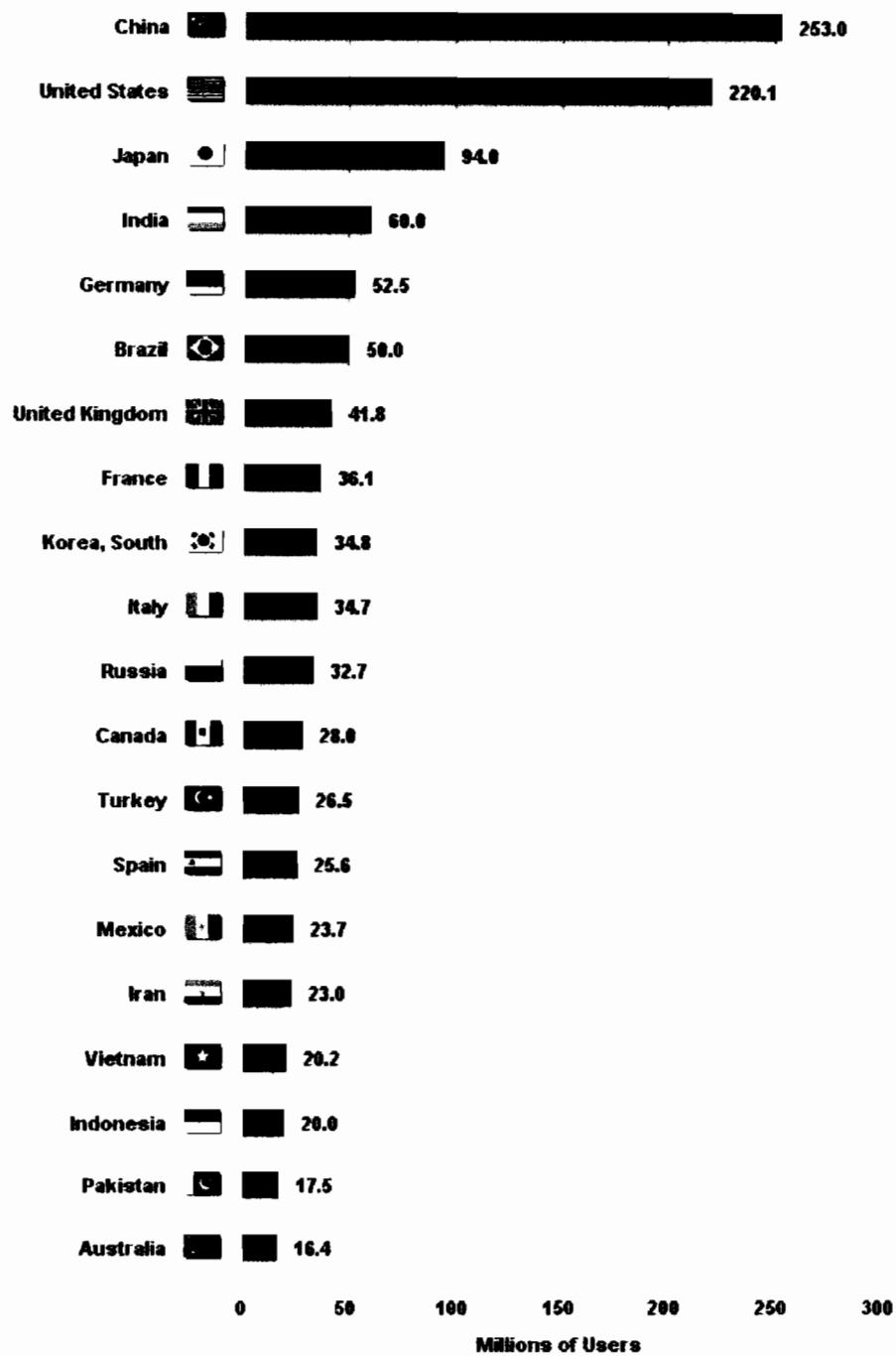


Figure 1.6 : Internet Top 20 Countries with Highest Number of Users

Source : Internet World Stats – [www.internetworkworldstats.com/stats.htm](http://www.internetworkworldstats.com/stats.htm) (March 31, 2009)

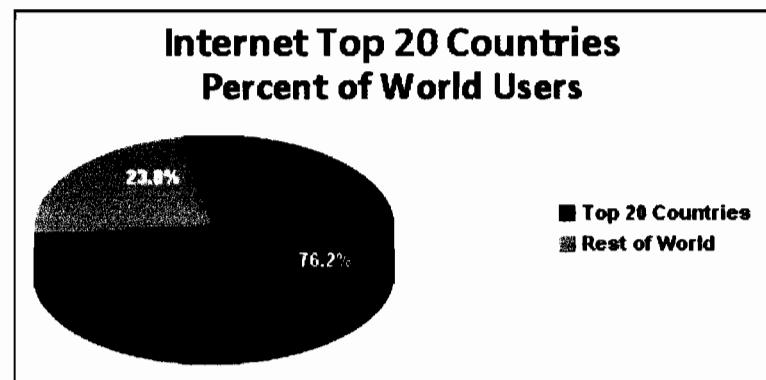


Figure 1.7 : Internet Top 20 Countries Percent of World Users

Source : Internet World Stats – [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm) (March 31, 2009)

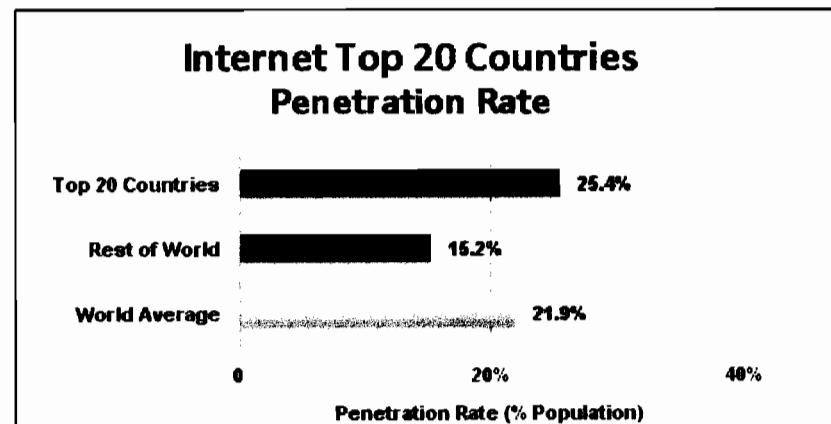


Figure 1.8 : Internet Top 20 Countries Penetration Rate

Source : Internet World Stats – [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm) (March 31, 2009)

### iii. Internet Users and Population Statistics For Asia

Table 1.3 and 1.4 show the internet users and population statistics for Asia. With 657,170,816 internet users, Asian companies of 41.2% of world users.

Table 1.3 : Internet Users and Population Statistics for Asia

INTERNET USERS AND POPULATION STATISTICS FOR ASIA						
ASIA REGION	Population (2008 Est.)	% Pop. of World	Internet Users, Latest Data	Penetration (% Population)	User Growth (2000-2008)	Users % of World
Asia Only	3,780,819,792	56.3 %	657,170,816	17.4 %	474.9 %	41.2 %
Rest of the World	2,929,209,278	43.7 %	939,099,292	32.1 %	280.7 %	58.8 %
WORLD TOTAL	6,710,029,070	100.0 %	1,596,270,108	23.8 %	342.2 %	100.0 %

Source : Internet World Stats – [www.internetworkstats.com/stats.htm](http://www.internetworkstats.com/stats.htm) (March 31, 2009)

Asia top 10 internet countries are China, Japan, India, Korea, South, Indonesia, Vietnam, Philippines, Pakistan, Malaysia and Taiwan. See figure 1.9 to 1.10.

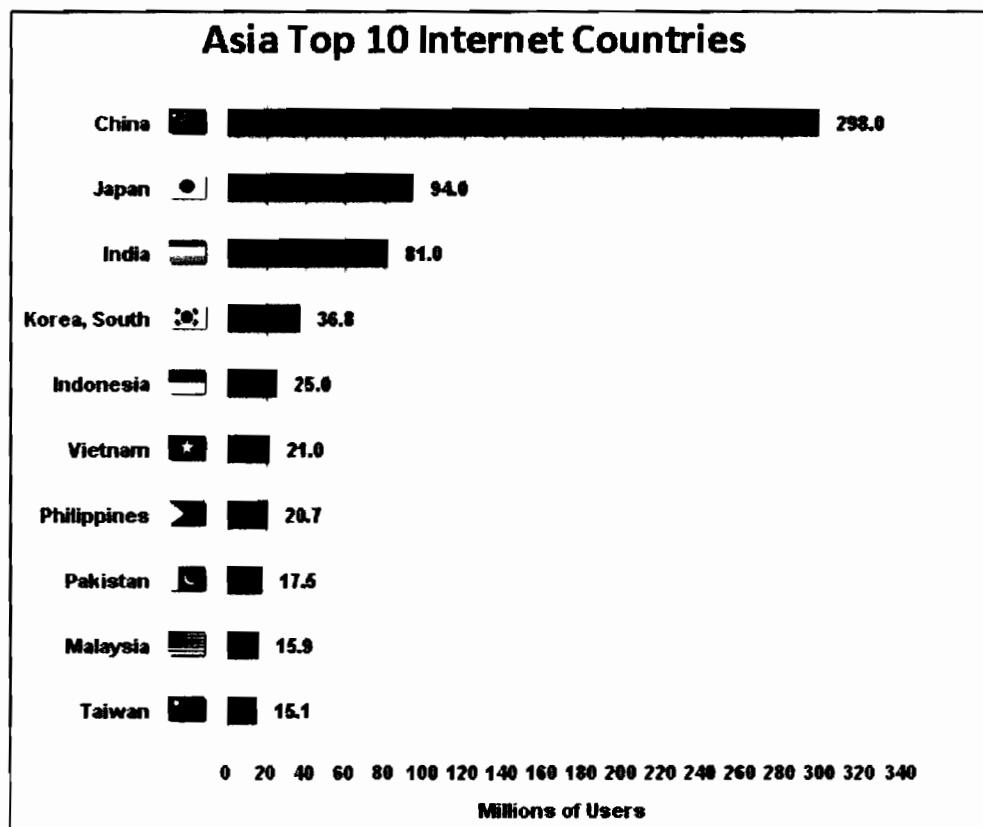


Figure 1.9 : Asia Top 10 Internet Countries

Source : Internet World Stats – [www.internetworkstats.com/stats.htm](http://www.internetworkstats.com/stats.htm) (March 31, 2009)

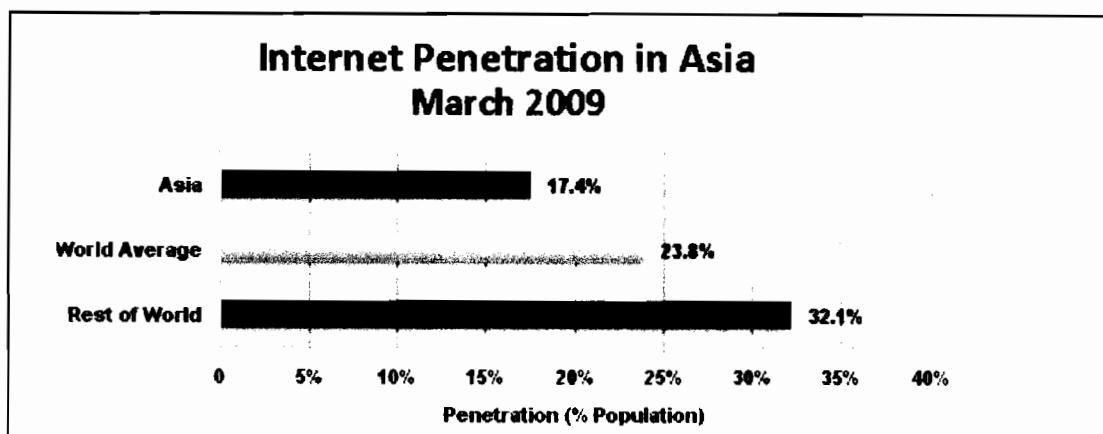


Figure 1.10 : Internet Penetration in Asia March 2009

Source : Internet World Stats – [www.internetworkstats.com/stats.htm](http://www.internetworkstats.com/stats.htm) (March 31, 2009)

Table 1.4 : Asia Internet Usage and Population

ASIA INTERNET USAGE AND POPULATION							
ASIA	Population (2008 Est.)	Internet Users, (Year 2000)	Internet Users, Latest Data	Penetration (% Population)	User Growth (2000-2008)	Users (%) in Asia	
<u>Afghanistan</u>	32,738,376	1,000	500,000	1.5 %	49,900.0 %	0.1 %	
<u>Armenia</u>	2,968,586	30,000	172,800	5.8 %	476.0 %	0.0 %	
<u>Azerbaijan</u>	8,177,717	12,000	1,500,000	18.3 %	12,400.0 %	0.2 %	
<u>Bangladesh</u>	154,037,902	100,000	500,000	0.3 %	400.0 %	0.1 %	
<u>Bhutan</u>	682,321	500	40,000	5.9 %	7,900.0 %	0.0 %	
<u>Brunei Darussalem</u>	381,371	30,000	176,029	46.2 %	486.8 %	0.0 %	
<u>Cambodia</u>	14,241,640	8,000	70,000	0.5 %	1,066.7 %	0.0 %	
<u>China *</u>	1,330,044,605	22,500,000	298,000,000	22.4 %	1,224.4 %	45.3 %	
<u>Georgia</u>	4,630,841	20,000	360,000	7.8 %	1,700.0 %	0.1 %	
<u>Hong Kong *</u>	7,018,636	2,283,000	4,878,713	69.5 %	113.7 %	0.7 %	
<u>India</u>	1,147,995,898	5,000,000	81,000,000	7.1 %	1,520.0 %	12.3 %	
<u>Indonesia</u>	237,512,355	2,000,000	25,000,000	10.5 %	1,150.0 %	3.8 %	
<u>Japan</u>	127,288,419	47,080,000	94,000,000	73.8 %	99.7 %	14.3 %	
<u>Kazakhstan</u>	15,340,533	70,000	1,900,600	12.4 %	2,615.1 %	0.3 %	
<u>Korea, North</u>	22,565,347	--	--	--	--	0.0 %	
<u>Korea, South</u>	48,379,392	19,040,000	36,794,800	76.1 %	93.3 %	5.6 %	
<u>Kyrgyzstan</u>	5,356,869	51,600	750,000	14.0 %	1,353.5 %	0.1 %	
<u>Laos</u>	6,677,534	6,000	100,000	1.5 %	1,586.7 %	0.0 %	
<u>Macao *</u>	545,874	80,000	238,000	43.6 %	296.7 %	0.0 %	
<u>Malaysia</u>	25,274,133	3,700,000	15,868,000	62.8 %	328.9 %	2.4 %	
<u>Maldives</u>	385,925	6,000	33,000	8.6 %	450.0 %	0.0 %	
<u>Mongolia</u>	2,996,081	30,000	320,000	10.7 %	966.7 %	0.0 %	
<u>Myanmar</u>	47,758,181	1,000	40,000	0.1 %	3,900.0 %	0.0 %	

<b>Nepal</b>	28,196,960	50,000	397,500	1.4 %	695.0 %	0.1 %
<b>Pakistan</b>	172,800,051	133,900	17,500,000	10.1 %	12,969.5 %	2.7 %
<b>Philippines</b>	96,061,683	2,000,000	20,650,000	21.5 %	932.5 %	3.1 %
<b>Singapore</b>	4,608,167	1,200,000	3,104,900	67.4 %	158.7 %	0.5 %
<b>Sri Lanka</b>	21,128,773	121,500	771,700	3.7 %	535.1 %	0.1 %
<b>Taiwan</b>	22,920,946	6,260,000	15,140,000	66.1 %	141.9 %	2.3 %
<b>Tajikistan</b>	7,211,884	2,000	484,200	6.7 %	24,110.0 %	0.1 %
<b>Thailand</b>	65,493,298	2,300,000	13,418,000	20.5 %	483.3 %	2.0 %
<b>Timor-Leste</b>	1,108,777	-	1,200	0.1 %	0.0 %	0.0 %
<b>Turkmenistan</b>	4,829,332	2,000	70,000	1.4 %	3,400.0 %	0.0 %
<b>Uzbekistan</b>	27,345,026	7,500	2,400,000	8.8 %	31,900.0 %	0.4 %
<b>Vietnam</b>	86,116,559	200,000	20,993,374	24.4 %	10,396.7 %	3.2 %
<b>TOTAL ASIA</b>	<b>3,780,819,792</b>	<b>114,304,000</b>	<b>657,170,816</b>	<b>17.4 %</b>	<b>474.9 %</b>	<b>100.0 %</b>

Source : Internet World Stats – [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm) (March 31, 2009)

#### iv. Malaysia Users and Population Statistics

Table 1.5 shows Malaysia users and population statistics from 2000 until 2008. The user increased from 3,700,000 in 2000 to 14,904,000 in 2008. See figure 1.11 to 1.13.

Table 1.5 : Malaysia Users and Population Statistics

YEAR	Users	Population	% Pen.	Usage Source
2000	3,700,000	24,645,600	15.0 %	ITU
2005	10,040,000	26,500,699	37.9 %	C.I. Almanac
2006	11,016,000	28,294,120	38.9 %	ITU
2007	13,528,200	28,294,120	47.8 %	MCMC
2008	14,904,000	25,274,133	59.0 %	MCMC

Source : Internet World Stats – [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm) (March 31, 2009)

**30. Penggunaan Internet di rumah mengikut jantina**  
*Household use of Internet by gender*

Tahun	Lelaki	Perempuan	(%)
Year	<i>Male</i>	<i>Female</i>	
2005	50.2	49.8	
2006	53.3	46.7	
2008	51.9	48.1	

**Penggunaan Internet di rumah mengikut jantina**  
*Household use of Internet by gender*

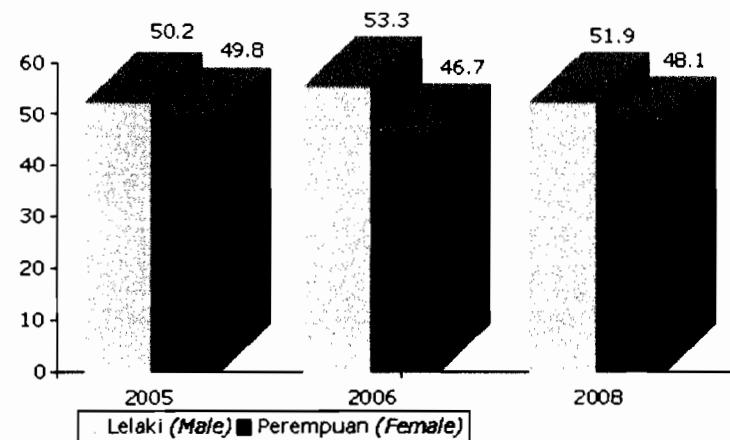


Figure 1.11 : Household use of Internet by Gender

Source : Communications & Multimedia Selected Facts & Figures Q1 (2008)

**31. Penggunaan Internet di rumah mengikut kategori umur**  
*Household use of Internet by age categories*

Kategori umur	2005	2006	2008
<b>Bawah 15 (<i>Below 15</i>)</b>	6.5	7.3	6.8
15-19	18.6	18.7	17.9
20-24	17.2	16.3	15.7
25-29	12.5	11.3	11.9
30-34	12.2	12.3	11.7
35-39	9.9	10.4	11.2
40-44	9.6	10.6	9.3
45-49	5.1	6.1	6.1
<b>50 dan ke atas (<i>50 and above</i>)</b>	8.4	7.1	9.4
<i>Age category</i>	<i>2005</i>	<i>2006</i>	<i>2008</i>

Figure 1.12: Household use of Internet by Age Categories

Source: Communications & Multimedia Selected Facts & Figures Q1 (2008)

<b>33. Penggunaan Internet di rumah mengikut kegunaan utama</b> <i>Household use of Internet by main use</i>			
	2005	2006	(%) 2008
Mendapatkan maklumat <i>Getting information</i>	40.5	84.5	94.4
Berkomunikasi melalui teks <i>Communication by text</i>	99.6	80.7	84.7
Aktiviti waktu lapang <i>Leisure</i>	47.1	52.6	63.5
Pendidikan <i>Education</i>	46.8	45.9	64.5
Aktiviti kewangan <i>Financial Activities</i>	14.6	23.6	31.8
Perkhidmatan awam <i>Public services</i>	12.7	12.0	29.2
Transaksi e-Kerajaan <i>e-Government transactions</i>			19.8
Urusniaga saham dalam talian <i>Online stock trading</i>			5.9
Lain-lain <i>Others</i>	1.3	0.2	0.7
	2005	2006	2008

Figure 1.13: Household use of Internet by Main Use

Source: Communications & Multimedia Selected Facts & Figures Q1 (2008)

### **1.8.1.2 World Tourism Sector Analysis**

#### **i. World Highlight**

Findings from UNWTO (2008), over the past six decades, tourism have experienced continued growth and diversification to become one of the largest and fastest growing economic sectors in the world. Over time, more and more destinations have opened up and invested in tourism development, turning modern tourism into a key driver for socioeconomic progress.

Tourism has become one of the major international trade categories. Today, export income generated by international tourism ranks fourth after fuels, chemicals and automotive products. For many developing countries, it is one of the main income sources and the number one export category, creating much needed employment and opportunities for development. See figure 1.14 and 1.15.

UNWTO (2008) defines the key figures:

- From 1950 to 2007, international tourist arrivals grew from 25 million to 903 million.
- The overall export income generated by these arrivals (international tourism receipts and passengers transport) grew at a similar pace, outgrowing the world economy, exceeding US\$ 1 trillion in 2007, or almost US\$ 3 billion a day.
- While, in 1950, the top 15 destinations absorbed 98% of all international tourist arrivals, in 1970 the proportion was 75%,

and this fell to 57% in 2007, reflecting the emergence of new destinations, many of them in developing countries.

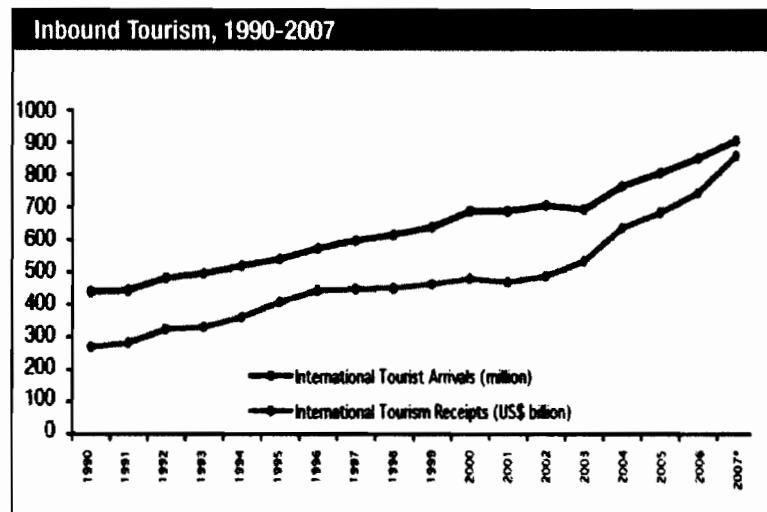


Figure 1.14: Inbound Tourism, 1990-2007

Source: World Tourism Organization (UNWTO)

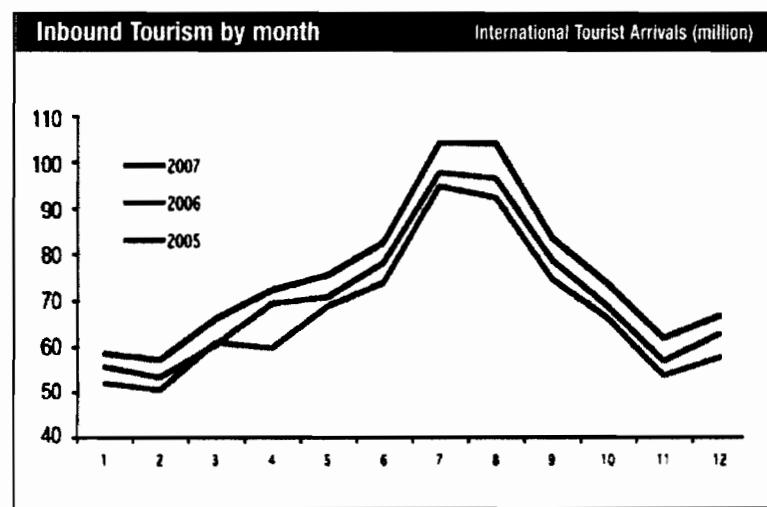


Figure 1.15: Inbound Tourism by Month

Source: World Tourism Organization (UNWTO)

Current developments (UNWTO, 2008) and forecasts:

- Worldwide, international tourist arrivals reached 903 million in 2007, up 6.6% on 2006.
- Between 1995 and 2007 growth averaged over 4% a year, in spite of the stagnation between 2001 and 2003 due to terrorism, SARS and the economic downturn.
- International tourism receipts rose to US\$ 856 billion (625 billion euros) in 2007, corresponding to an increase in real terms of 5.6% on 2006.
- Outbound tourism in recent years has been increasingly driven by emerging source markets. See table 1.6.
- According to the UNWTO World Tourism Barometer of June 2008, tourism demand held up quite well in the first four months of 2008. Overall, international tourist arrivals grew at around 5% between January and April 2008 compared with the same period of 2007.
- For the whole of 2008, a softening of growth is anticipated, due to the uncertainties posed by the global economy affecting consumer confidence and constraining disposable income.
- By 2010 international arrivals are expected to reach 1 billion, and 1.6 billion by 2020.

Table 1.6 : Outbound Tourism

	International Tourist Arrivals (million)							Share (%)	Change (%)	Average annual growth (%)
	1990	1995	2000	2005	2006	2007*	2008*			
World	436	536	683	803	847	903	100	5.5	6.6	4.1
From:										
Europe	252.7	311.4	399.2	455.3	475.2	502.0	55.6	4.4	5.6	3.3
Asia and the Pacific	58.9	86.2	113.9	154.0	165.9	181.9	20.1	7.7	9.6	6.9
Americas	99.8	108.4	131.0	135.8	142.8	149.7	16.6	5.1	4.8	1.9
Middle East	8.2	9.6	13.8	22.6	24.3	27.8	3.1	7.5	14.3	10.6
Africa	9.9	12.8	16.3	21.8	24.9	26.7	3.0	14.0	7.3	7.4
Origin not specified <sup>1</sup>	6.6	7.5	9.2	13.9	14.2	15.2	1.7	2.6	7.1	7.4
Same region	349.9	431.4	541.0	638.0	668.9	710.2	78.6	4.9	6.2	4.0
Other regions	79.5	97.1	133.1	152.3	164.2	177.9	19.7	7.8	8.3	4.2

Source: World Tourism Organization (UNWTO)

## ii. Malaysia Tourist Statistics

Table 1.7 shows Malaysia tourist statistics from 1998 to 2008. In 2008, numbers of tourist to Malaysia were RM 49,561.2 million.

Table 1.7: Malaysian Tourist Statistic

YEAR	ARRIVALS	RECEIPTS (RM)
2008	22.0 Million	49 561.2 Million
2007	20.9 Million	46 070.0 Million
2006	17.45 Million	36 271.1 Million
2005	16.4 Million	31 954.1 Million
2004	15.7 Million	29 651.4 Million
2003	10.5 Million	21 291.1 Million
2002	13.2 Million	25 781.1 Million
2001	12.7 Million	24 221.5 Million
2000	10.2 Million	17 335.4 Million
1999	7.9 Million	12 321.2 Million
1998	5.5 Million	8 580.5 Million

Source : Tourism Malaysia - [www.tourism.gov.my/](http://www.tourism.gov.my/)

Table 1.8 shows country of residence arrival to Malaysia in 2007 to 2008. The table also shows the percentage of changes between the two years.

Table 1.8: Country of Residence Arrival to Malaysia (2007-2008)

<b>Country of Residence</b>	<b>2007</b>	<b>2008</b>	<b>% Change</b>
SINGAPORE	10,492,692	11,003,492	4.9
THAILAND	1,625,698	1,493,789	-8.1
INDONESIA	1,804,535	2,428,605	34.6
BRUNEI DARUSSALAM	1,172,154	1,085,115	-7.4
PHILIPPINES	327,140	397,884	21.6
VIETNAM	119,973	122,933	2.5
CAMBODIA	23,193	35,464	52.9
CHINA (INCL HONG KONG MACAO (TRAVEL PERMIT / PORTUGAL CD))	783,788	949,864	21.2
JAPAN	367,567	433,462	17.9
TAIWAN	201,311	190,979	-5.1
REP. OF KOREA (SOUTH KOREA)	224,867	267,461	18.9
INDIA	422,452	550,738	30.4
WEST ASIA	245,302	264,338	7.8
SAUDI ARABIA	78,298	74,632	-4.7
UNITED ARAB EMIRATES	38,170	34,994	-8.3
IRAN	27,215	63,165	132.1
CANADA	46,903	77,664	65.6
UNITED STATES OF AMERICA	204,844	223,249	9.0

AUSTRALIA	320,363	427,076	33.3
NEW ZEALAND	41,369	56,117	35.6
UNITED KINGDOM	276,213	370,591	34.2
SCANDINAVIA	113,617	117,094	3.1
DENMARK	19,773	23,817	20.5
FINLAND	34,144	23,112	-32.3
NORWAY	14,954	21,516	43.9
SWEDEN	44,746	48,649	8.7
NETHERLANDS	55,604	90,802	63.3
FRANCE	59,456	86,030	44.7
GERMANY	78,598	111,525	41.9
SWITZERLAND	20,662	26,489	28.2
RUSSIA FEDERATION	16,868	26,308	56.0
POLAND	34,344	11,745	- 65.8
ITALY	31,576	38,945	23.3
TURKEY	9,580	8,152	- 14.9
SOUTH AFRICA	21,233	25,437	19.8
OTHERS	1,830,920	1,131,140	- 38.2
<b>Total</b>	<b>20,972,822</b>	<b>22,052,488</b>	<b>5.1</b>

Source : Tourism Malaysia - [www.tourism.gov.my/](http://www.tourism.gov.my/)

Figure 1.16 and 1.17 show tourist's arrival to Malaysia. Tourism sector was affected when a country or world has treat issues such as terrorism and SARS.

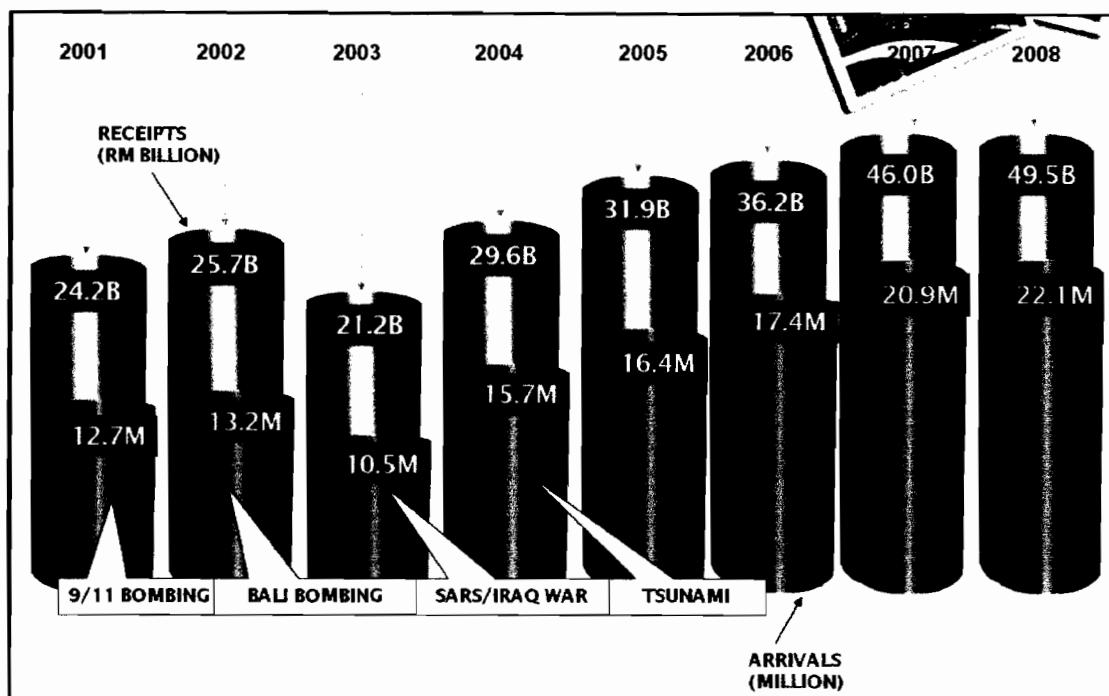


Figure 1.16: Tourists Arrival to Malaysia

Source : Tourism Malaysia - [www.tourism.gov.my/](http://www.tourism.gov.my/)

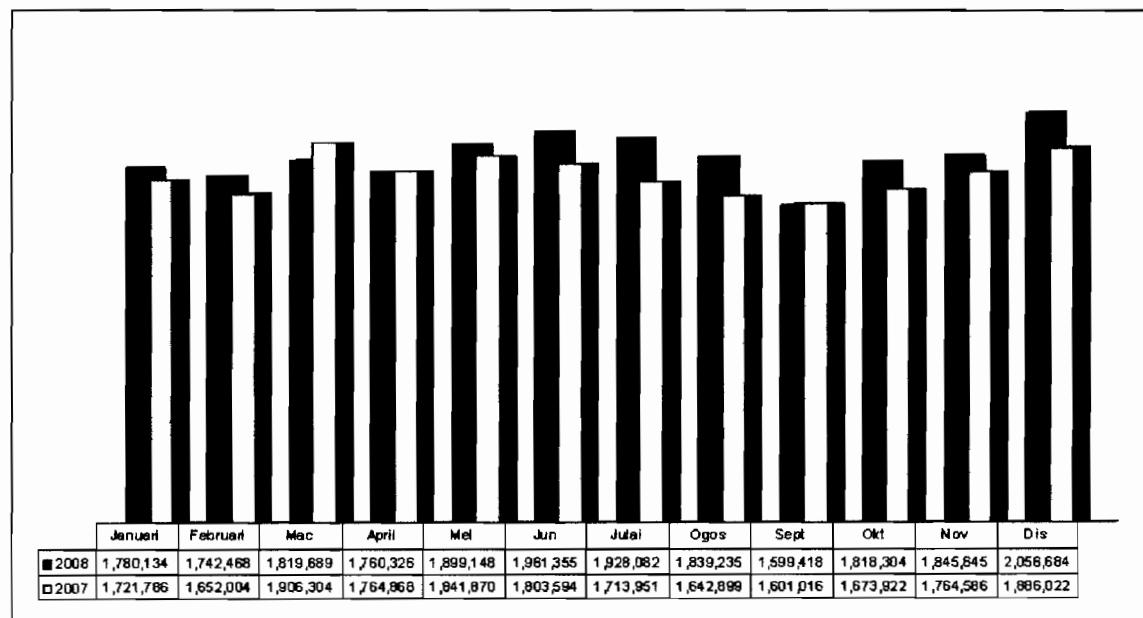


Figure 1.17: Monthly Tourists Arrival (January-December 2008)

Source: Tourism Malaysia - [www.tourism.gov.my/](http://www.tourism.gov.my/)

Tables 1.9 to 1.11 show the market composition between world in 2007 and 2008.

Table 1.9: Market Composition

MARKET	TOTAL TOURIST ARRIVALS JANUARY-DECEMBER			
	2007	SHARE (%)	2008	SHARE (%)
ASEAN	15,620,290	74.5	16,636,977	75.4
ASIA excl. ASEAN	2,499,948	11.9	2,890,801	13.2
AMERICA	472,164	2.3	345,217	1.6
OCEANIA	441,034	2.1	486,775	2.2
EUROPE	829,653	4.0	1,010,860	4.6
AFRICA	314,863	1.5	143,356	0.7

Source: Tourism Malaysia - [www.tourism.gov.my/](http://www.tourism.gov.my/)

Table 1.10: Top Ten Markets

MARKETS	2007	2008	2007/2008 % CHANGE
	JAN-DIS	JAN-DIS	
Singapore	10,492,692	11,003,492	4.9
Indonesia	1,804,535	2,428,605	34.6
Thailand	1,625,698	1,493,789	-8.1
Brunei	1,172,154	1,085,115	-7.4
China	789,568	949,864	20.3
India	422,452	550,738	30.4
Japan	367,567	433,462	17.9
Australia	320,363	427,076	21.6
Philippines	327,140	397,884	33.3
United Kingdom	276,213	370,591	34.2

Source : Tourism Malaysia - [www.tourism.gov.my/](http://www.tourism.gov.my/)

Table 1.11: Tourists Expenditure (RM)

	2007	2008
<b>Total Tourist Arrivals</b> *Growth	20,972,822	22,052,488
<b>Total Expenditure (RM millions)</b> *Growth	46,070.00	49,561.20
<b>Expenditure Per Capita (RM)</b> *Growth	2,196.7	2,247.40
<b>Expenditure Per Diem (RM)</b> *Growth	348.7	351.20
<b>Average Length of Stay (Nights)</b> *Variance	6.3	6.4

Source: Tourism Malaysia - [www.tourism.gov.my/](http://www.tourism.gov.my/)

### 1.8.2 Customer Analysis

According to the UNWTO World Tourism Barometer of June 2008, in 2007, just over half of all international tourist arrivals were motivated by leisure, recreation and holidays (51%) – a total of 458 million. Business travel accounted for some 15% (138 million), and 27% represented travel for other purposes, such as visiting friends and relatives (VFR), religious reasons/pilgrimages, health treatment, etc. (240 million). The purpose of visit for the remaining 7% of arrivals was not specified. Refer figure 1.18.

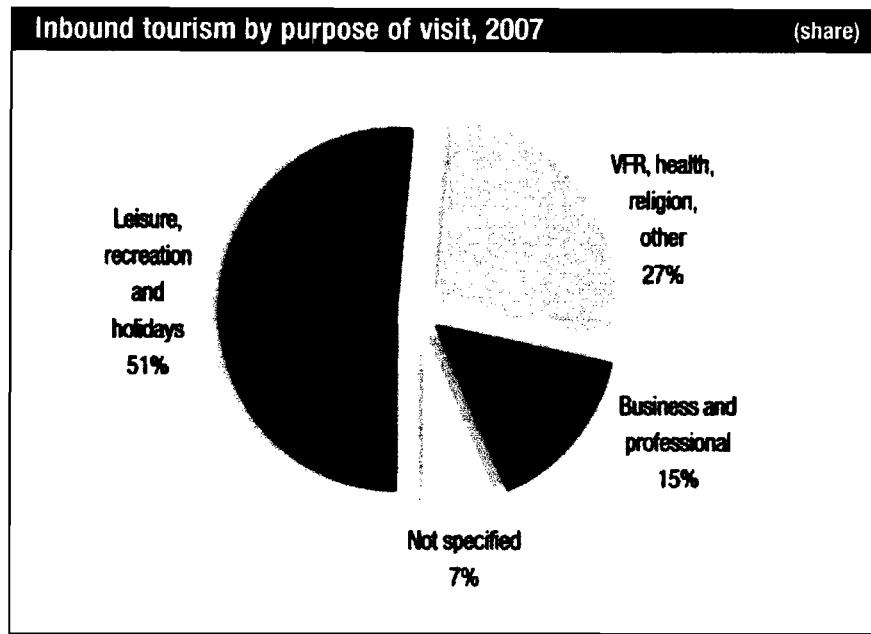


Figure 1.18: Inbound Tourism by Purpose of Visit, 2007

Source: World Tourism Organization (UNWTO)

For many destinations, visitor expenditure on accommodation, food and drink, local transport, entertainment, shopping, etc. is an important pillar of their economies, creating much needed employment and opportunities for development. Nearly 80 countries earned more than US\$ 1 million from international tourism in 2007.

UNWTO estimates that worldwide receipts from international tourism reached US\$ 856 billion (625 billion euros) in 2007. In absolute terms, international tourism receipts increased by US\$ 114 billion, but only by 34 billion in euros due to the devaluation of the US dollar against several world currencies and, in particular, the euro. See table 1.12.

Table 1.12 : International Tourism Receipts

	International Tourism Receipts (billion)						Change current prices (%)			Change constant prices (%)		
	1990	1995	2000	2005	2006	2007*	05/04	06/05	07*06	05/04	06/05	07*06
	Local currencies											
US\$	264	405	475	680	742	856	6.3	8.5	9.1	3.1	5.1	5.6
Euro	207	310	515	546	591	625	7.3	9.2	15.4	3.8	5.8	12.1

Source: World Tourism Organization (UNWTO)

### 1.8.2.1 Fundamental Characteristics of Segmentation

Utilizing a rigorous analytic approach, eight unique and defining characteristics of Internet usage were identified (Bronkhorst, 2007):

- Enjoys being online: Being online is viewed as an entertaining task and not a chore. Users scoring high on this characteristic find surfing the Internet to be enjoyable, are confident in their online abilities, and love all the ways in which technology makes their life easier.
- Finds value in online advertising: Online advertising is perceived to be a tool that helps users learn about new products and services. Additionally, users scoring high on this characteristic report that they pay attention to online advertising.
- Has a technologically sophisticated home: Users scoring high on this characteristic tend to have more ‘gadgets’ than average. Components of this dimension include income and online tenure (both positively contributing.)

- Perceives self as trendy: Users scoring high on this dimension stay up to date on cultural and fashion trends and are considered trendsetters among their peers.
- Conducts online research for offline shopping: This dimension considers the impact of a Web experience on the offline environment. Users scoring high on this dimension visit company Websites and conduct research online before buying offline, and believe that their online experiences significantly impact their perceptions of brands overall.
- Transacts online: This characteristic is defined by the willingness of an Internet user to make purchases online.
- Connects with others online (social networking): Active participation in online forums, bulletin boards, blogs and games, as well as the number of emails received weekly, all help define this dimension of Internet usage. Users scoring high on this characteristic are more likely than average to have friends online who they do not know offline. Age is a component of the dimension, and is negatively correlated.
- Uses advanced mobile technologies: The mobile phone or device is used to read email, watch videos, and surf the Internet.

### 1.8.3 Competitor Analysis

Till this moment, there is no other company that creates Malaysia in virtual form. However our main competitor may be from the online gaming industry.

### 1.8.3.1 Evaluation MAWA against the competitors.

Table 1.13 shows a product comparison between MAWA, Habbo Hotel and Second Life.

Table 1.13: Product Comparison

FACTOR	MAWA	Habbo Hotel	Second Life
<b>Products</b>	Online virtual Malaysia. Focus to promote Malaysia.	Teen virtual meeting place.	Online virtual community.  Internet largest user-created, 3D virtual world community. (Second Life Official Site)
<b>Price</b>	USD 20 annual registration	Free registration. (Habbo Hotel Official Site)	Free registration. (Second Life Official Site)
<b>Registration</b>	Yes	Yes	Yes
<b>Currency</b>	VRM : Virtual Ringgit Malaysia	There are currently 2 types of Habbo Currency: <ul style="list-style-type: none"> <li>• Coins</li> <li>• Pixels</li> </ul>	Linden Dollars.
<b>Expertise</b>	Limited because it is still in developing phase.	Have expertise.	Have expertise.

<b>Company Reputation</b>	Startup company.	Established.	Established.
<b>Location</b>	Malaysia.	Helsinki, Finland.	San Francisco, California, USA
<b>Sales Method</b>	E-commerce with world currencies.	SMS and credit cards.	E-commerce with world currencies.
<b>Market Niche</b>	Malaysia tourist sites in 3D are not yet available to promote tourism industry.	100 millions avatars were created on Habbo UK till June 2008. (Habbo Hotel Official Site).	25 August 2008, 14,859,444 avatars created in Second Life. (Second Life Official Site).

## 1.9 Strength and Weaknesses or SWOT

### i. Strength:

3D object and environment are still not fully explored in Malaysia. Furthermore, the Malaysian government is focusing on local content production since 2008.

### ii. Weakness:

The team of MAWA lacks the specific technological and technical expertise, research and technology development skills and project management and managerial skills.

**iii. Opportunity:**

This project can be developed for hotels or other countries such as China that has a wider and good market potential. What is more important is we do not compete with the creator technology but using technology to generate revenue in a variety of ways.

**iv. Threat:**

Producing 3D objects with high quality is no easy task. Since the team lacks technical expertise, this is indeed a threat.

## **CHAPTER TWO**

### **EMPLOYMENT OF KNOWLEDGE WORKER**

#### **2.1 Management Team**

##### **i. Amran Sharib**

Amran Sharib is a Technical Manager and Founder of AMS SOLUTION. He obtained his Bachelor of Science in Multimedia (Hons) from the Universiti Utara Malaysia in 2007. He has 4 years experience in technical job. In AMS SOLUTION, he has overall responsibility for AMS SOLUTION technology including product development, website platform architecture, sales technologies, technical operations and technical support.

##### **ii. Mohd Shaznaz Shaharis**

Mohd Shaznaz Shaharis obtained his Bachelor of Science in Multimedia (Hons) from the Universiti Utara Malaysia in 2007. He oversees the operation of the company drive AMS SOLUTION towards global market. He has 4 years experience in sets the strategic direction of the company. He has responsibility to sets the goals to be achieved by the company and monitors and controls performance and the achievement of target objectives.

### **iii. Mohd Amirul Helmi Ismail**

Mohd Amirul Helmi Ismail is responsible for the overall marketing operations of AMS SOLUTION. He obtained his Bachelor of Science in Multimedia (Hons) from the Universiti Utara Malaysia in 2007. He has roles and responsibility to carries out all of the marketing duties and activities of the company.

### **iv. Board of Directors**

Name : Amran Sharib

Nationality : Malaysian

Race : Malay

Position : Company Director

I/C : 820411-02-5207

Date Join : Since 12 August 2007

Share : 33%

Name : Mohd Shaznaz Shaharis

Nationality : Malaysian

Race : Malay

Position : Company Director

I/C : 830713-14-5959

Date Join : Since 12 August 2007

Share : 34%

Name : Mohd Amirul Helmi Ismail

Nationality : Malaysian

Race : Malay

Position : Company Director

I/C : 830127-08-5113

Date Join : Since 12 August 2007

Share : 33%

## 2.2 Organizational Chart

Figure 2.1 and 2.2 explain all about the organization structure in the company.

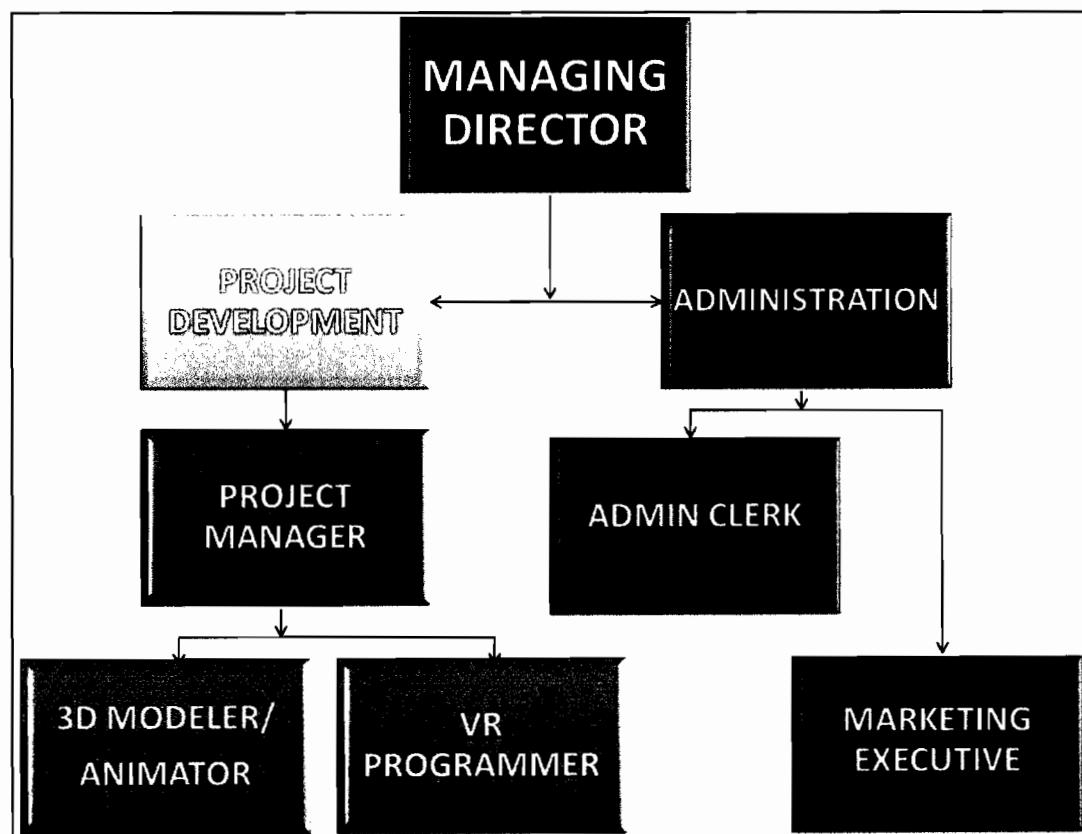


Figure 2.1: Company Organization Chart

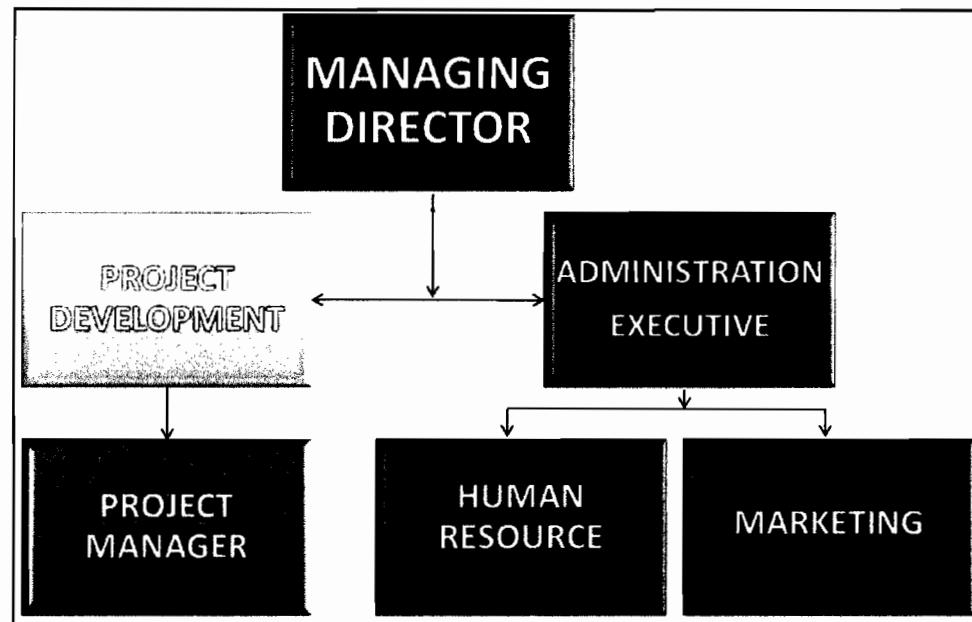


Figure 2.2: Management Organization Chart

### 2.3 Human Resource Plan

Table 2.1 is unit personnel for 3 year projected human resource plan.

Table 2.1: Unit Personnel

Personnel	2009	2010	2011
Manager	1	1	1
3D Modeler/Animator	3	3	3
Virtual Reality Programmer	3	3	3
Marketing Executive	1	1	1
Clerk	1	1	1
<b>Total Unit Personnel</b>	<b>9</b>	<b>9</b>	<b>9</b>

### **i. Project Manager**

The project manager is the person who ultimately guarantees on-time, on-budget delivery of a complete solution. He or she is responsible to the sponsor/client for the quality of the finished product. The management and coaching of all other team members is left to the project manager, who serves as single point of contact between disparate team members and, in the case of an outsourced project, the client. The project manager guides the approval process, including obtaining feedback from evaluations, implementing revisions, and drafting progress reports.

Good organization skills, time management, and the ability to juggle multiple tasks are all prerequisites of an effective project manager. Other positive attributes include:

- Experience in multiple backgrounds.
- Basic understanding of technical, design, product knowledge and media issues.
- Knowledge of the fundamentals of instructional design.
- Mastery of financial fundamentals.
- Proficiency using scheduling, productivity, and communication tools including Gantt charts, spreadsheets, and conferencing technologies.
- Accountable for accomplishing the stated project objectives.
- Managing the triple constraints for projects, which are cost, time and scope.

- Managing the project risk that arises out uncertainty.
- Leading and motivating team members.
- Arranging media (communication technology) and content to help learners and teachers transfer knowledge most effectively.
- Managing the project risk that arises out uncertainty.

## **ii. 3D Modeler/Animator**

Like graphic designer, many animator may have specialized degrees or be self-taught in multiple animation software. An animator should have:

- Ability to make animation optimally and choose the right tool based on the technologies available to the audience.
- Ability to create the motion that suite the character.
- Designing and animated environment that includes backgrounds, sets and objects.
- Working out the timing of movements and make sure things meet the script and soundtrack requirements.

### **iii. Virtual Reality Programmer**

The Virtual Reality Programmer is who responsible to make the virtual walkthrough come alive and interactive. A Virtual Reality programmer should have:

- Ability to code virtual reality language.
- Able to create model is a plus.
- Working with the designer and other creative specialists to understand the design concept and advising on how it can be implemented technically within constraints.
- Sorting out operational logic and business rules that are necessary for the feature to be reproduced correctly according to the designer's specification.
- Writing efficient computer code or script to make the various features work, ensuring that sound, graphics, animation and timings function as intended and good use of processing and data storage capacity.
- Running tests of the application to identify bugs which needed to be rectified.
- Providing technical support to an application once it is running and making further adaptations, patches or rewrites to the code.
- Researching and keeping abreast of emerging technologies in order to be able to deliver the most up-to-date solutions. This may mean learning new programming languages or technologies.

#### **iv. Marketing Executive**

The person who makes sure the company will be known to the market. A marketing executive should have:

- Persuasive character.
- Easy to make conversation with client.
- Ready to make his/her own reasonable decision.

#### **v. Clerk**

The person who manages all the administrative works.

## **CHAPTER THREE**

### **PRODUCT DESCRIPTION**

#### **3.1 Product Overview**

3D virtual walkthrough is one step further than the 3D animation. Users can interact with the application like he or she is in the real surrounding.

The most important parts of a virtual reality system is said to be the application, world management and presentation. Application describes how the elements of the world act as they do. World management provides the structure for the world and the purpose for the different applications. Presentation is the medium for the information to transmit to the body.

MAWA turnkey system is (Refer Gantt Chart in Appendix B):

- Custom design based on the client's specific application requirements;
- Uses the latest developments in virtual reality hardware / software technologies;
- Uses the results of our own R&D developed technologies;
- Minimal installation required; and
- Ready to use out of the box.

Inside virtual reality technology creates a unique and powerful environment for interactive well planning, real-time gesturing and geophysical analysis. It provides a fun, exciting and intuitive way of working in virtual reality where users interact with the data employing natural hand and body movements, such as walking, pointing and grabbing.

### **3.2 Customer Value Proposition**

In the most common web site of tourism, the information that has been provided is basically general information such as e-brochures, maps and media gallery. Apart from this, images with some explanation are normally included in the site. It is very seldom that virtual reality technology is being applied for the purpose of enhancing the information as well as to attract the viewer's attention.

For this reason, MAWA can be a suitable solution to make the whole scenario looks more interesting thus making people feel that the information is sufficient enough for them. MAWA's visitors can also play online with other visitors. They can play multiplayer games such as traditional games and have high definition video footage about some places.

By having this kind of product, the viewer will have greater information and perhaps they will enjoy it.

### **3.3 Objectives**

There are three main objectives of the project. The first objective is to create Malaysia in a virtual world. It will cover all national monuments and also attractive places in Malaysia. It will be Malaysia first virtual museum. The second objective of the project is to promote Malaysia to the world. MAWA means Malaysia in digital form, so it can

be easily accessed throughout the world. The final objective is to provide information to the tourists about Malaysia so that they would have better picture of the country.

Through digital imagery, MAWA creates the past, provides images of unborn concepts or products and easy to understand visualizations of complex data. With its team of 3D specialists, instructional designers, multi-media experts, internet and graphic developers, MAWA helps visualizing 'what can be', simulating 'what could be' and effectively presenting 'what is'. MAWA will give tourists access to remote, inaccessible, fragile or closed cultural and natural heritage of Malaysia environment.

### **3.4 Scope of the Product**

The admin can manage the map, payment and visitors. The end user has two categories; registered user and guest user. First, the registered user can create avatar, full access for browse map, chat and make personal message. The guest user can only register and have a limited access for browse map.

### **3.5 Uniqueness of the Product**

Currently, tourists around the world only get the information about Malaysia from, text, picture and video. User only can read and view all the information. From this project they can experience the surrounding of the places before coming here. From that experience, their journey should be much easier because people learn from the experience.

With the development of project, the visitors can experience the environment that has been simulated. This will give a better perception towards Malaysia. MAWA provides an exciting exploration for experiencing Malaysia and represents Malaysia in many perspectives, such as landscape, scenery, avatar selection and traditional multiplayer games.

The landscape will be filled with the real terrain model whereas the content features the real environment of Malaysia including the trees that we have in Malaysia. This will give a realistic environment to the visitors that visit virtual Malaysia.

Every single house will be completed with handicrafts from a certain state. Also, a meeting hall for the visitors to meet and discuss in digital village atmosphere will be provided. Briefing session will also be conducted for any 3D Video briefing that will be held live.

### **3.6 Target User**

Tourism 2020 Vision is the World Tourism Organization's long-term forecast and assessment of the development of tourism up to the first 20 years of the new millennium (UNWTO, 2008). An essential outcome of the Tourism 2020 Vision is quantitative forecasts covering a 25 years period, with 1995 as base year and forecasts for 2010 and 2020.

Although the evolution of tourism in the last years has been irregular, UNWTO maintains its long-term forecast for the moment. The underlying structural trends of the forecast are believed not to have significantly changed.

Experience shows that in the short-term, periods of faster growth (1995, 1996, 2000, 2004 to 2007) alternate with periods of slow growth (2001 to 2003). And, the actual pace of growth is in reality in line with the Tourism 2020 Vision forecast as international tourist arrivals show an average growth of 4.2% between 1995 and 2007 (UNWTO, 2008). See figure 3.1 and table 3.1.

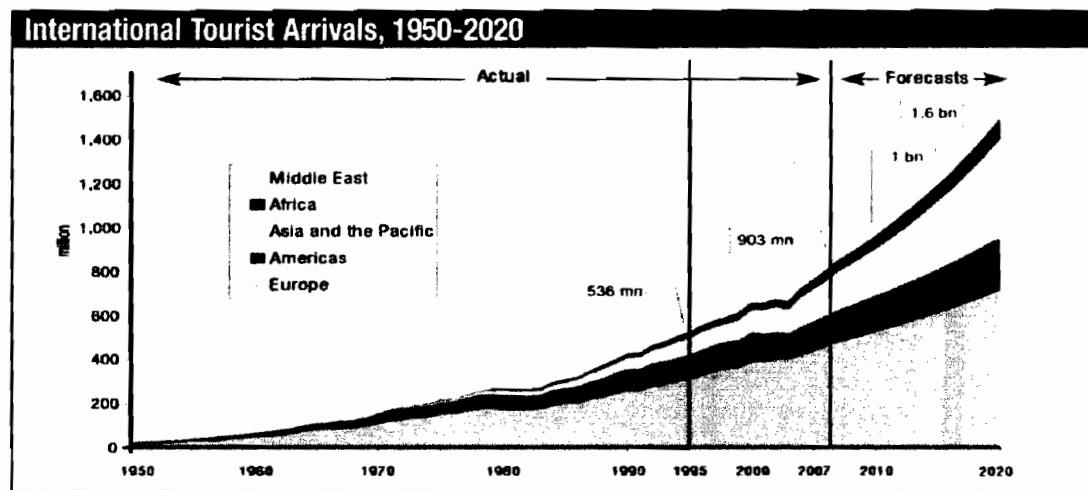


Figure 3.1: International Tourist Arrivals, 1950-2020

Source: World Tourism Organization (UNWTO)

Table 3.1: International Tourist Arrivals by Region (million)

	Base Year 1995	Forecasts		Average annual growth rate (%) 1995-2020	Share (%)	
		2010	2020		1995	2020
Total	565	1,006	1,561	4.1	100	100
Africa	20	47	77	5.5	3.6	5.0
Americas	109	190	282	3.9	19.3	18.1
East Asia/Pacific	81	195	397	6.5	14.4	25.4
Europe	338	527	717	3.0	59.8	45.9
Middle East	12	36	69	7.1	2.2	4.4
South Asia	4	11	19	6.2	0.7	1.2
Intraregional (a)	464	791	1,183	3.8	82.1	75.8
Long-haul (b)	101	216	378	5.4	17.9	24.2

Source: World Tourism Organization (UNWTO)

### 3.7 Product Features

#### i. Modeling using 3Ds Max8 software.

Figures 3.2 and 3.3 show a modeling process of traditional house using 3Ds Max8 software.

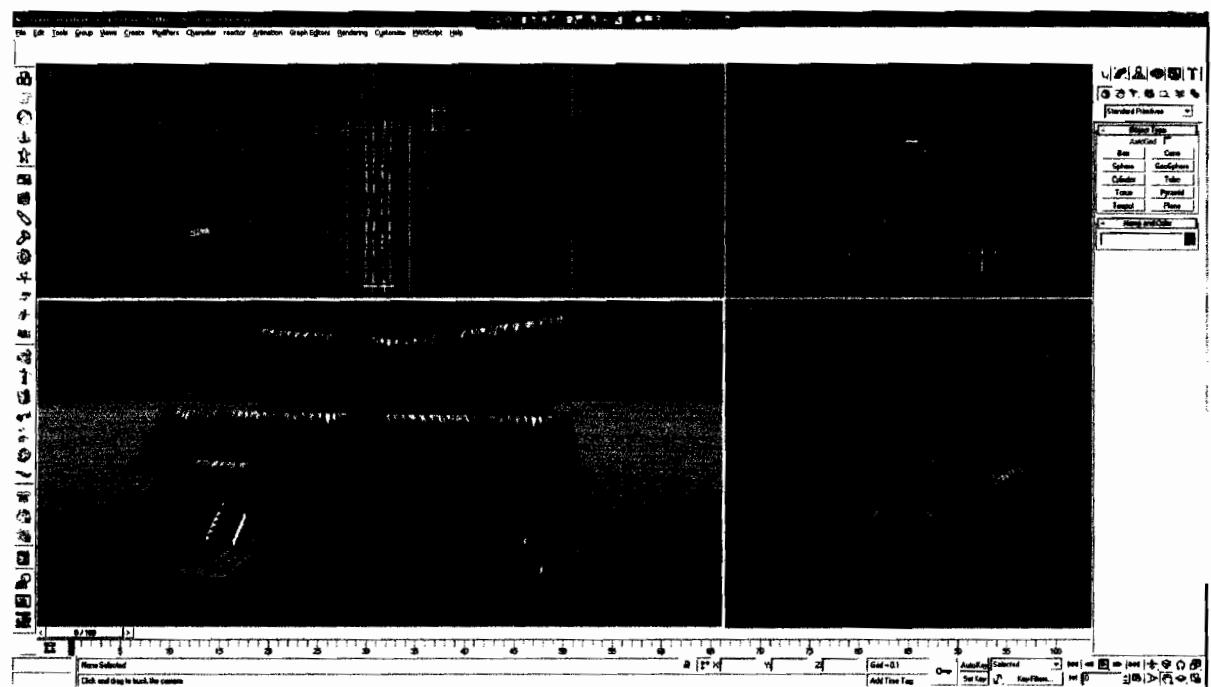


Figure 3.2: Negeri Sembilan Traditional House

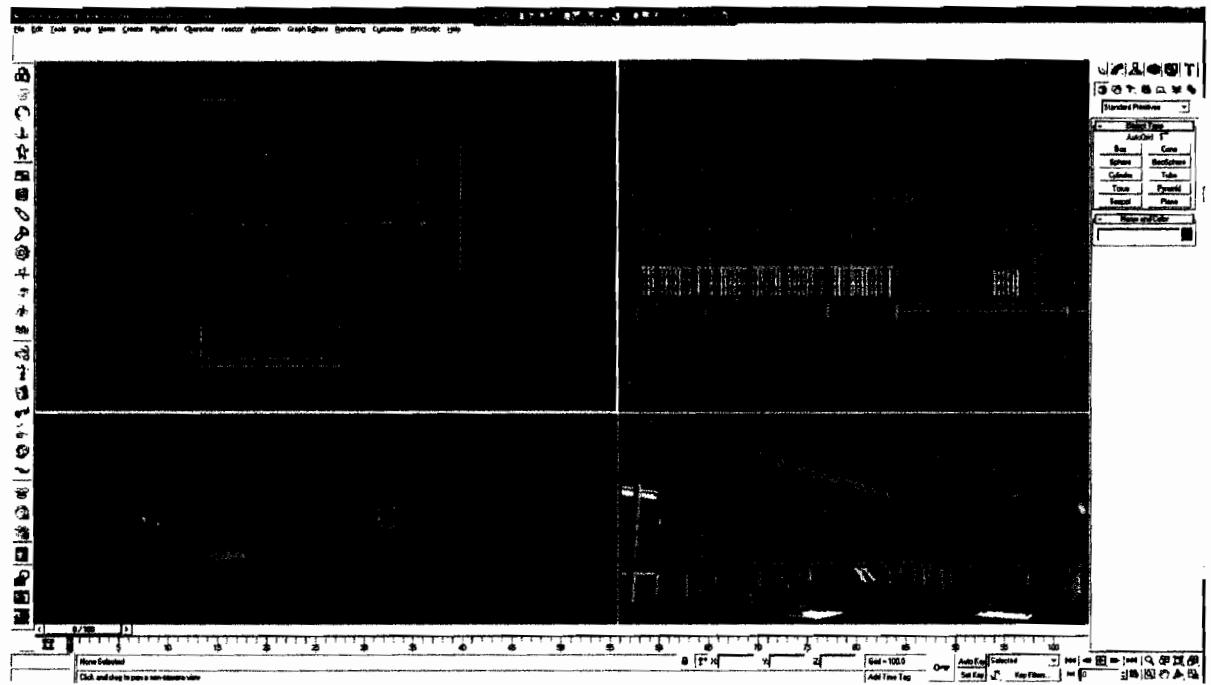


Figure 3.3: Negeri Perlis Traditional House

### ii. Mapping house in prototype process development.

Figures 3.4 to 3.6 show a mapping process in prototype development. The process is from mapping a single house to MAWA world with an example of avatar.

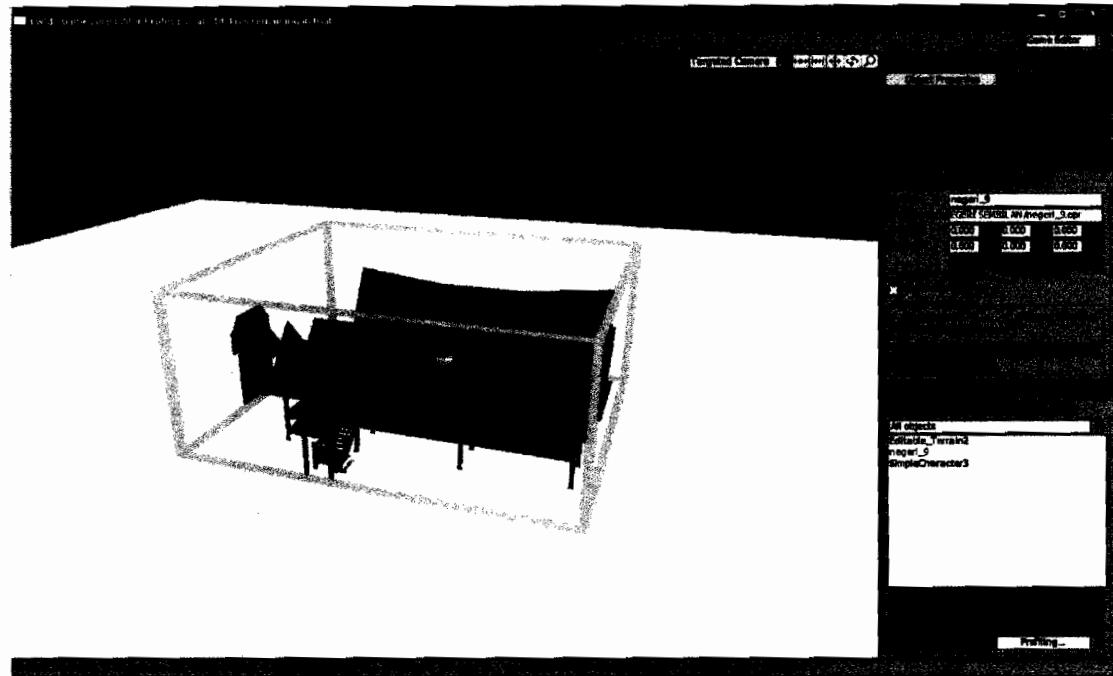


Figure 3.4 : Mapping Negeri Sembilan Traditional house in prototype development



Figure 3.5: Example of avatar in house

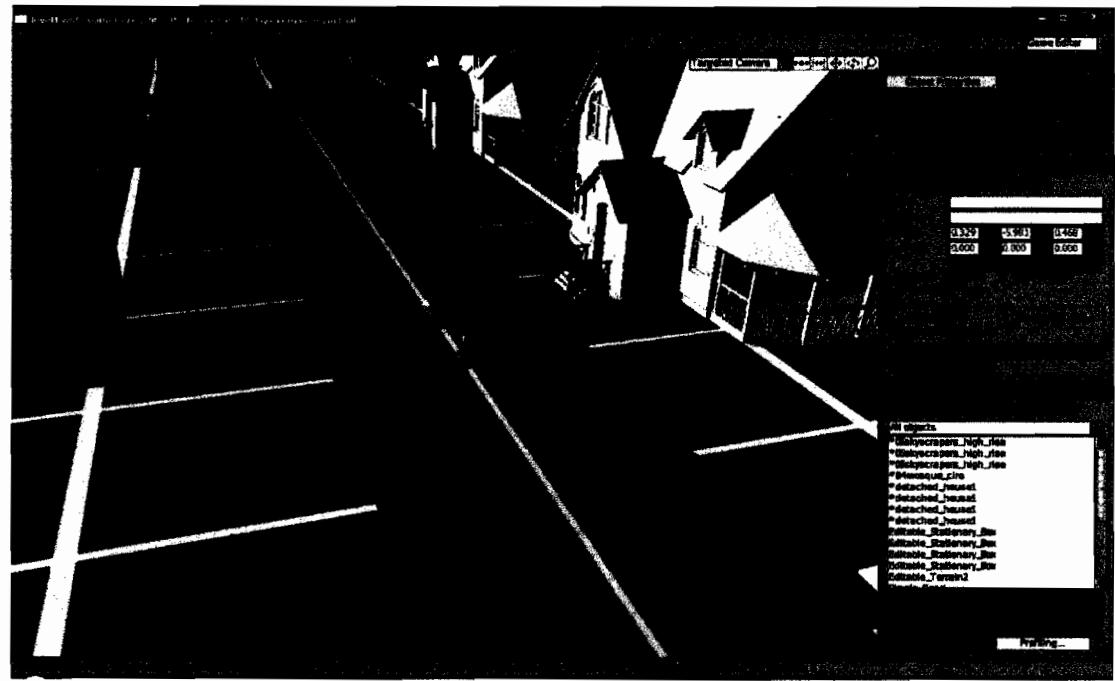


Figure 3.6: Example of avatar in MAWA world

### 3.8 Product Limitation

There are two product limitations. In order to function well, it requires:

- i. High Speed Internet Connection.
- ii. Middle End PC/Laptop

### 3.9 Development Tools

MAWA software development tools include authoring tools, project administration tools, and miscellaneous proprietary tools, which are:

**i. Adobe Shockwave 3D player as the engine (online lightweight 3D viewer):**

Shockwave movies are authored in the Adobe Director environment. While there is support for including Flash movies inside Shockwave files, authors often choose the Shockwave Director combination over Flash because it offers more features and more powerful tools. Features not replicated by Flash include a much faster rendering engine, including hardware-accelerated 3D, and support for various network protocols, including Internet Relay Chat.

**ii. 3Ds Max8 as the modeler:**

3Ds Max is the third most widely-used off the shelf 3D animation program by content creation professionals. It has strong modeling capabilities, a flexible plugin architecture and a long heritage on the Microsoft Windows platform. It is mostly used by video game developers, TV commercial studios and architectural visualisation studios. It is also used for movie effects and movie pre-visualization.

**iii. Adobe Photoshop as the mapping editor (photo):**

Adobe Photoshop, or simply Photoshop, is a graphics editing program developed and published by Adobe Systems. Image editing encompasses the processes of altering images, whether they are digital photographs, traditional analog photographs, or illustrations. Graphic software programs, which can be broadly grouped into vector graphics editors, raster graphics editors, and 3d modelers, are the primary tools with which a user may manipulate, enhance, and transform images. Many image editing programs are also used to render or create computer art from scratch.

**iv. Adobe Illustrator:**

Adobe Illustrator is a vector-based drawing program developed and marketed by Adobe Systems. Adobe Illustrator is one of the most commercially successful vector graphics applications among artists and graphic designers.

**v. Sony Sound Forge Studio 9:**

- Real-time sample level wave editor.
- Stereo and Multichannel Recording.
- High resolution audio support: 24-Bit, 32-Bit, 64-bit (IEEE float) 192 kHz.
- Video support including AVI, WMV, and MPEG-1 and MPEG-2 (both PAL and NTSC) for use in frame by frame synchronization of audio and video.
- Support for a wide variety of file formats.
- DirectX and VST plugin support. Version 9 includes a vinyl restoration plug-in.
- CD Architect 5.2 software which allows Disk-At-Once (DAO) CD burning.

**vi. Office Professional 2007**

Office Professional 2007 is a complete, easy-to-use suite of productivity and information management software to help business professionals save time and stay organized. Powerful features centralize customer, sales and project information in one place so users can respond more quickly to opportunities. Enhanced tools help

create professional-quality business and marketing publications, documents and presentations in-house.

### **3.10 Hardware and Software Requirements**

The following hardware and software are required to run MAWA on the computer. These requirements are minimum requirements; a faster computer and more memory space can be used to get a better performance. The minimum requirements to run MAWA are:

#### **i. Hardware Requirement**

- Processor : Pentium 4 (2.0Mhz)
- Memory : 2GB
- Storage : 300MB

#### **ii. Software Requirement**

- Video: Graphic : DirectX 9c
- Operating System : Windows XP
- Internet Browser : Internet Explorer or Mozilla Firefox with Adobe Shockwave 3d Player Plugin.

## CHAPTER FOUR

### MARKETING PROGRAM

#### 4.1 Marketing Overview

In the information technology trend, virtual reality has been identified as one of the most promising development areas. As it happens with all the innovative applications this new technology is not excluded from the generation of problems and concerns regarding its implementation in operative working domains. Yet we are witnessing a constant improvement in marketing perspective of both quality of applicative virtual reality systems and receptiveness of potential customers. This is due to mainly three reasons:

- The decrease of the cost of virtual reality systems and devices
- The constant improvement of performance reliability of the technology,
- The extremely valuable economic benefits derived from virtual reality use in its various forms and purposes (training, simulation, design).

So we can affirm the consolidation of a class of technology that can positively be stated as virtual reality and appraised like any other novel high technology industry. This technology has been confidently adopted in a number of markets, and has the potential to penetrate in many more.

## **4.2 Marketing Programs/Plan**

The marketing mix model can be used by marketers as a tool to assist in implementing the marketing strategy because nowadays service or non-service products need to be treated in more complex ways and involve more men, more processes, and more creative ideas to be implemented for that product so that customers are aware of it, would love to buy it, buy it often, and finally become loyal customers.

### **i. Product:**

Our product is an online Virtual Malaysia, MAWA.

### **ii. Price:**

Our price is reasonable for tourists who will need to pay an access fee of USD20 per entry.

### **iii. Place:**

The application will run online and the target users are the entire internet user around the world.

### **iv. Promotion:**

Below are the promotion channels that will be used:

- Tourism Tour (TDC)
- Other social networking community
- Youtube
- Forums

- Searching Engines
- Viral Marketing
- Website
- Technology Expo

#### **4.3 Branding & Promotion strategies**

One commercial logo of MAWA will be established as the trademark. Branding name and logo is important because it will represent the whole application itself. From the logo, MAWA will launch a few online promotion strategies.

One of the strategies is the badge or web banner. Using paid online advertiser such as Google to advertise MAWA. Google is one of the lead searching providers besides Yahoo.com.

The other promotion strategy is by using the browser panel. The panel is just like the plug in to the browser which have the searching function, email, and of course the detail about the MAWA status.

## CHAPTER FIVE

### FINANCIAL PROJECTIONS

#### 5.1 Financial Overview

Most vital part in 3D and virtual reality industries are the hardware and software selection. It also requires high investment because the hardware and software are not cheap. Here is the basic start up costs for the project. Tables 5.1 to 5.5 show all necessary costs.

#### 5.2 Financial Plan

Table 5.1: Start-up Expenses

Requirements	(RM)
<b>Start-up Expenses</b>	
<b>Company Registration</b>	RM 100
<b>Premise Legal docs &amp; License Related</b>	RM 1,200
<b>Office Renovations</b>	RM 5,000

<b>Bill Deposit</b>		
Office rental deposit		RM 3,000
Electricity		RM 300
Water		RM 200
Telephone		RM 200
Broadband		RM 200
<b>Promotions</b>		
Signet/Posters		RM 1,000
Website Domain		RM 400
<b>Total Start-up Expenses</b>		<b>RM 11,600</b>

Table 5.2: Start-up Assets Needed

<b>Start-up Assets Needed</b>	
Personal Computer (High End Spec) x 6	RM 24,000
Personal Computer (Normal Spec) x 2	RM 4,400
Laptop x 2	RM 13,300
Multifunctional Printer	RM 4,200
Software	RM 29,410
Office Equipment	RM 6,850
<b>Total Start-up Assets Needed</b>	<b>RM 82,160</b>

i. **Price Quotation for Assets**

Table 5.3: Hardware

Item	Unit	Price/Unit	Total
Dell™ Vostro™ 400 Mini Tower	6	RM 4,000	RM 24,000
Dell™ Inspiron™ 530s	2	RM 2,200	RM 4,400
Dell XPS M1530 Laptop	2	RM 6,650	RM 13,300
HP Color LaserJet 2800 AIO series (Q3950A)	1	RM 4,200	RM 4,200
	<b>Total</b>		<b>RM 45,900</b>

Table 5.4: Software

Item	Unit	Price/Unit	Total
Autodesk 3DS MAX 9	1	RM 15,600	RM 15,600
QUEST 3D 4	1	RM 5,500	RM 5,500
Windows XP Professional Edition SP2	1	RM 1,000	RM 1,000
Office Professional 2007	1	RM 1,570	RM 1,570
SONY Vegas Movie Studio + DVD Platinum	1	RM 560	RM 560
SONY Sound Forge Studio 9	1	RM 270	RM 270

<b>Adobe Photoshop CS3</b>	1	RM 2, 550	RM 2, 550
<b>Adobe Illustrator CS3</b>	1	RM 2, 360	RM 2, 360
<b>Total</b>		<b>RM 29, 410</b>	

Table 5.5: Office Equipment

<b>Item</b>	<b>Unit</b>	<b>Price/Unit</b>	<b>Total</b>
Filing Cabinet	2	RM 250	RM 500
Computer chair	5	RM 150	RM 750
Computer Table	5	RM 100	RM 500
Meeting Table + 6 Chairs (Set)	1	RM 1, 500	RM 1, 500
Air conditioner	2	RM 750	RM 1500
<b>Total</b>		<b>RM 4, 750</b>	

## ii. Funding/Financing

This project will be funded by 2 parties which are **RM 11, 600** from the owner's equity and another **RM 110,000** will be from Venture Capital. **RM 82,160** is for start-up assets and the balance (**RM 27,840**) for personnel salary coverage for two month.

Table 5.6 discuss about the cost of the project:

**RM 121,600**

- Sole-Proprietary holder fund : RM 11, 600
- Venture Capital : RM 110, 000

Table 5.6: Investment & Start-Up Expenses

<b>Investment</b>		<b>Expenses</b>	
Loan	RM 110, 000	Start Up Expenses	RM 11, 600
Owner Equity	RM 11, 600	Start-up Assets	RM 82,160
		2 Month Salary	RM 27,840
<b>Total Capital &amp; Liabilities</b>	<b>RM 121, 600</b>	<b>Total</b>	<b>RM 121, 600</b>

### **iii. Important Assumptions**

MAWA development phase is expected to be completed in 302 days. It started on 8<sup>th</sup> September 2008 and expected to complete on 3<sup>rd</sup> November 2009 (refer Gantt chart (Appendix B)). If MAWA development phase is not completed as in schedule, the cost will increase.

Table 5.7: Assumption rate

Item	
Loan Interest Rates (Monthly)	4%
Computer Equipment Depreciation	40%
Office Equipment Depreciation	20%

### **iv. Loan Payment Plan**

This project needs RM 110,000 to buy start-up assets which are hardware's and software's to runs the business. Besides that we also take secure measurement to cover two month salary with loan. It is because the development can't be done within one month. For the loan, we take 10 years payment plan with 4% interest rate monthly rest. Below is the payment plan from year 1 to year 3. Refer to table 5.8 to 5.11.

v. **Table: Loan Payment Plan (RM 110,000)**

Table 5.8: Year 1

<b>Month</b>	<b>Before Interest</b>	<b>4% Interest</b>	<b>Monthly Payment</b>	<b>Balance</b>
1	RM 916.67	RM 366.67	RM 1283.33	RM 109083.33
2	RM 916.67	RM 363.61	RM 1280.28	RM 108166.67
3	RM 916.67	RM 360.56	RM 1277.22	RM 107250
4	RM 916.67	RM 357.50	RM 1274.17	RM 106333.33
5	RM 916.67	RM 354.44	RM 1271.11	RM 105416.67
6	RM 916.67	RM 351.39	RM 1268.06	RM 104500
7	RM 916.67	RM 348.33	RM 1265	RM 103583.33
8	RM 916.67	RM 345.28	RM 1261.95	RM 102666.67
9	RM 916.67	RM 342.22	RM 1258.89	RM 101750
10	RM 916.67	RM 339.17	RM 1255.83	RM 100833.33
11	RM 916.67	RM 336.11	RM 1252.78	RM 99916.67
12	RM 916.67	RM 333.06	RM 1249.72	RM 99000
<b>Total</b>	<b>RM 11000</b>	<b>RM 4198.33</b>	<b>RM 15198.33</b>	

Table 5.9: Year 2

<b>Month</b>	<b>Before Interest</b>	<b>4% Interest</b>	<b>Monthly Payment</b>	<b>Balance</b>
1	RM 916.67	RM 330	RM 1246.67	RM 98083.33
2	RM 916.67	RM 326.94	RM 1243.61	RM 97166.67
3	RM 916.67	RM 323.89	RM 1240.56	RM 96250
4	RM 916.67	RM 320.83	RM 1237.50	RM 95333.33
5	RM 916.67	RM 317.78	RM 1234.44	RM 94416.67
6	RM 916.67	RM 314.72	RM 1231.39	RM 93500
7	RM 916.67	RM 311.67	RM 1228.33	RM 92583.33
8	RM 916.67	RM 308.61	RM 1225.28	RM 91666.67
9	RM 916.67	RM 305.56	RM 1222.22	RM 90750
10	RM 916.67	RM 302.50	RM 1219.17	RM 89833.33
11	RM 916.67	RM 299.44	RM 1216.17	RM 88916.67
12	RM 916.67	RM 296.39	RM 1213.06	RM 88000
<b>Total</b>	<b>RM 11000</b>	<b>RM 3758.33</b>	<b>RM 14758.33</b>	

Table 5.10: Year 3

<b>Month</b>	<b>Before Interest</b>	<b>4% Interest</b>	<b>Monthly Payment</b>	<b>Balance</b>
1	RM 916.67	RM 293.33	RM 1210	RM 87083.33
2	RM 916.67	RM 290.28	RM 1206.94	RM 86166.67
3	RM 916.67	RM 287.22	RM 1203.89	RM 85250
4	RM 916.67	RM 284.17	RM 1200.83	RM 84333.33
5	RM 916.67	RM 281.11	RM 1197.78	RM 83416.67
6	RM 916.67	RM 278.06	RM 1194.72	RM 82500
7	RM 916.67	RM 275	RM 1191.67	RM 81583.33
8	RM 916.67	RM 271.94	RM 1188.61	RM 80666.67
9	RM 916.67	RM 268.89	RM 1185.56	RM 79750
10	RM 916.67	RM 265.83	RM 1182.5	RM 78833.33
11	RM 916.67	RM 262.78	RM 1179.44	RM 77916.67
12	RM 916.67	RM 259.72	RM 1176.39	RM 77000
<b>Total</b>	<b>RM 11000</b>	<b>RM 3318.33</b>	<b>RM 14318.33</b>	

Table 5.11: All Accumulate Amount

Total Month	Total Payment	Total Interest (4%)	Total Payment + Interest	Balance
120 Month	RM 110000	RM 22183.33	RM 132183.33	RM 0

**vi. Expenses**

• **Administration Expenses**

Table 5.12 shows the administration expenses. The expenses include a company registration, premise legal documents and license related, office renovations, bill deposit and products promotions.

Table 5.12: Administration Expenses

Expenses	2009	2010	2011
<b>Company Registration</b>	RM 100	RM 100	RM 100
<b>Premise Legal docs &amp; License Related</b>	RM 1,200	RM 0	RM 0
<b>Office Renovations</b>	RM 5,000	RM 0	RM 2,000
<b>Bill Deposit</b>			
Office rental deposit	RM 3,000	RM 0	RM 0
Electricity	RM 300	RM 0	RM 0
Water	RM 200	RM 0	RM 0
Telephone	RM 200	RM 0	RM 0

Broadband	RM 200	RM 0	RM 0
<b>Promotions</b>			
Signet/Banners	RM 1,000	RM 0	RM 0
Website Domain	RM 400	RM 400	RM 400
<b>Total</b>	<b>RM 11,600</b>	<b>RM 700</b>	<b>RM 2,700</b>

- **Operation Expenses**

The operation expenses are divided into 6 categories which are Salary, Utility, Rental, EPF, SOKSO and also depreciation. The tables 5.13 to 5.29 show the amount of expenses in monthly basis and also for total every year.

#### vii. **Salary**

- **Basic Salary**

Table 5.13: Basic Salary

Personnel	2009	2010	2011
Manager	RM 2,500	RM 2,800	RM 3,000
3D Modeler/Animator	RM 1,500	RM 1,800	RM 2,000
Virtual Reality Programmer	RM 1,500	RM 1,800	RM 2,000
Marketing Executive	RM 1,200	RM 1,500	RM 1,800
Clerk	RM 1,200	RM 1,500	RM 1,800

- **Monthly Salary**

Table 5.14: Monthly Salary

Personnel	2009	2010	2011
Manager	RM 2,500	RM 2,800	RM 3,000
3D Modeler/Animator	RM 4,500	RM 5,400	RM 6,000
Virtual Reality Programmer	RM 4,500	RM 5,400	RM 6,000
Marketing Executive	RM 1,200	RM 1,500	RM 1,800
Clerk	RM 1,200	RM 1,500	RM 1,800
<b>Total Monthly Salary</b>	<b>RM 13,900</b>	<b>RM 16,600</b>	<b>RM 18,600</b>

- **Yearly Salary**

Table 5.15: Yearly Salary

Personnel	2009	2010	2011
Manager	RM 30,000	RM 33,600	RM 36,000
3D Modeler/Animator	RM 54,000	RM 64,800	RM 72,000
Virtual Reality Programmer	RM 54,000	RM 64,800	RM 72,000
Marketing Executive	RM 14,400	RM 18,000	RM 21,600
Clerk	RM 14,400	RM 18,000	RM 21,600
<b>Total Yearly Salary</b>	<b>RM 166,800</b>	<b>RM 199,200</b>	<b>RM 223,200</b>

viii. EPF

Table 5.16: EPF

<b>Monthly</b>				
<b>Year</b>	<b>Total Salary/Month</b>	<b>Employer (12%)</b>	<b>Employee (11%)</b>	<b>Payment</b>
1	RM 13,900	RM 1,668	RM 1,529	RM 3,197
2	RM 16,600	RM 1,992	RM 1,826	RM 3,818
3	RM 18,600	RM 2,232	RM 2,046	RM 4,278
<b>Yearly</b>				
<b>Year</b>	<b>Total Salary/Year</b>	<b>Employer (12%)</b>	<b>Employee (11%)</b>	<b>Payment</b>
1	RM 166,800	RM 20,016	RM 18,348	RM 38,364
2	RM 199,200	RM 23,904	RM 21,912	RM 45,816
3	RM 223,200	RM 26,784	RM 24,552	RM 51,336

**ix. SOKSO**

Table 5.17: SOKSO

<b>Monthly</b>				
<b>Year</b>	<b>Total Salary/Month</b>	<b>Employer (1.75%)</b>	<b>Employee (0.5%)</b>	<b>Payment</b>
1	RM 13,900	RM 243.25	RM 69.50	RM 312.75
2	RM 16,600	RM 290.50	RM 83	RM 373.50
3	RM 18,600	RM 325.50	RM 93	RM 418.50
<b>Yearly</b>				
<b>Year</b>	<b>Total Salary/Year</b>	<b>Employer (1.75%)</b>	<b>Employee (0.5%)</b>	<b>Payment</b>
1	RM 166,800	RM 2,919	RM 834	RM 3,753
2	RM 199,200	RM 3,486	RM 996	RM 4,482
3	RM 223,200	RM 3,906	RM 1,116	RM 5,022

**x. Utility**

• **Monthly Utilities**

Table 5.18: Monthly Utilities

<b>Utility</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Electricity bill	RM 500	RM 500	RM 500

Water bill	RM 20	RM 20	RM 20
Telephone bill	RM 300	RM 300	RM 300
Transportation	RM 1,000	RM 1,000	RM 1,000
Broadband (Streamyx 1.0Mbps)	RM 99	RM 99	RM 99
Contingency (10%)	RM 150	RM 150	RM 150
<b>Total Utility Cost Monthly</b>	<b>RM 2,069</b>	<b>RM 2,069</b>	<b>RM 2,069</b>

- **Yearly Utilities**

Table 5.19: Yearly Utilities

Utility	2009	2010	2011
Electricity bill	RM 6,000	RM 6,000	RM 6,000
Water bill	RM 240	RM 240	RM 240
Telephone bill	RM 3,600	RM 3,600	RM 3,600
Transportation	RM 12,000	RM 12,000	RM 12,000
Broadband (Streamyx 1.0Mbps)	RM 1,188	RM 1,188	RM 1,188
Contingency (10%)	RM 1,800	RM 1,800	RM 1,800
<b>Total Utility Cost Yearly</b>	<b>RM 24,828</b>	<b>RM 24,828</b>	<b>RM 24,828</b>

**xi. Office Rental**

Table 5.20: Office Rental

<b>Rental</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Monthly Office Rental	RM 1,500	RM 1,500	RM 1,500
Yearly Office Rental	RM 18,000	RM 18,000	RM 18,000

**xii. Content Research & Development**

Table 5.21: Content Research & Development

	<b>2009</b>	<b>2010</b>	<b>2011</b>
Content research per state	RM 30,000	RM 30,000	RM 30,000
State	5	5	5
<b>Total</b>	<b>RM 150,000</b>	<b>RM 150,000</b>	<b>RM 150,000</b>

### **xiii. Depreciation**

The rates of depreciation are according to today's current market value.

Computer Equipment = 40% Yearly depreciation

Table 5.22: Computer Equipment

<b>Equipment</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Computer Equipment (RM 45,900)	RM 18,360	RM 18,360	RM 9,180
Software (RM 29,410)	RM 11,764	RM 11,764	RM 5,882
<b>Total</b>	<b>RM 30,124</b>	<b>RM 30,124</b>	<b>RM 15,062</b>

Office Equipment = 20% Yearly depreciation)

Table 5.23: Office Equipment

<b>Equipment</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Office Equipment (RM 6,850)	RM 1,370	RM 1,370	RM 1,370
<b>Total</b>	<b>RM 1,370</b>	<b>RM 1,370</b>	<b>RM 1,370</b>

#### **xiv. Total Depreciation**

Table 5.24: Total Depreciation

Item	2009	2010	2011
Computer Equipment	RM 30,124	RM 30,124	RM 15,062
Office Equipment	RM 1,370	RM 1,370	RM 1,370
<b>Total</b>	<b>RM 31,494</b>	<b>RM 31,494</b>	<b>RM 16,432</b>

#### **xv. Total Operation Expenses**

Table 5.25: Total Operational Expenses

Operations	2009	2010	2011
Utilities	RM 24,828	RM 24,828	RM 24,828
Salary	RM 166,800	RM 199,200	RM 223,200
Office Rental	RM 18,000	RM 18,000	RM 18,000
EPF	RM 20,016	RM 23,904	RM 26,784
SOKSO	RM 2,919	RM 3,486	RM 3,906
Content Research & Development	RM 150,000	RM 150,000	RM 150,000
Depreciation	RM 31,494	RM 31,494	RM 16,432

<b>Total Operation Expenses</b>	<b>RM 414, 057</b>	<b>RM 451, 367</b>	<b>RM 463, 150</b>
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#### xvi. Sales Forecast

Table 5.26: Services & Sales

<b>Unit Sales</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
MAWA	20,900	21,000	21,500
<b>Total Unit Sales</b>	<b>20,900</b>	<b>21,000</b>	<b>21,500</b>

Table 5.27: Unit Price

<b>Unit Prices</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
MAWA	USD 20	USD 20	USD 20

Table 5.28: Total Sales

<b>Sales</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
MAWA	USD 418, 000	USD 420, 000	USD 430, 000
<b>Total Sales</b>	<b>USD 418, 000</b>	<b>USD 420, 000</b>	<b>USD 430, 000</b>
<b>Converted To RM (USD 1= RM 3.20)</b>	<b>RM 1, 337, 600</b>	<b>RM 1, 344, 000</b>	<b>RM 1, 376, 000</b>

**xvii. Profit & Lost: 3 Years**

Table 5.29: Profit & Lost (3 Years)

	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b>Sales</b>	RM 1,337, 600	RM 1,344,000	RM 1,376,000
<b>Less : Cost of Goods Sold</b>	RM 0	RM 0	RM 0
<b>Gross Profit</b>	<b>RM 1,337, 600</b>	<b>RM 1,344,000</b>	<b>RM 1,376,000</b>
<b>Operation Expenses</b>			
<b>Utilities</b>	RM 24,828	RM 24,828	RM 24,828
<b>Salary</b>	RM 166,800	RM 199,200	RM 223,200
<b>Office Rental</b>	RM 18,000	RM 18,000	RM 18,000
<b>EPF</b>	RM 20,016	RM 23,904	RM 26,784
<b>SOCSO</b>	RM 2,919	RM 3,486	RM 3,906
<b>Content Research &amp; Development</b>	RM 150,000	RM 150,000	RM 150,000
<b>Depreciation</b>	RM 31,494	RM 31,494	RM 16,432
<b>Total Operation Expenses</b>	<b>RM 414,057</b>	<b>RM 451,367</b>	<b>RM 463,150</b>
<b>Administrative Expenses</b>			
<b>Company</b>	RM 100	RM 100	RM 100

<b>Registration/Re-New</b>			
<b>Premise Legal docs &amp; License Related</b>	RM 1,200	RM 0	RM 0
<b>Office Renovations</b>	RM 5,000	RM 0	RM 2,000
<b>Bill Deposit</b>			
Office rental deposit	RM 3,000	RM 0	RM 0
Electricity	RM 300	RM 0	RM 0
Water	RM 200	RM 0	RM 0
Telephone	RM 200	RM 0	RM 0
Broadband	RM 200	RM 0	RM 0
<b>Promotions</b>			
Signet /Banners	RM 1,000	RM 300	RM 300
Website Domain	RM 400	RM 400	RM 400
<b>Total Administrative Expenses</b>	<b>RM 11,600</b>	<b>RM 700</b>	<b>RM 2,700</b>
<b>EBIT</b>	RM 911,943	RM 891,933	RM 910,150
<b>Interest (4%)</b>	RM 4,198.33	RM 3,758.33	RM 3,318.33
<b>Nett Profit</b>	<b>RM 907,744.67</b>	<b>RM 888,174.67</b>	<b>RM 906,831.67</b>

## **CHAPTER SIX**

### **CONCLUSIONS AND SUGGESTIONS**

#### **6.1 Introduction**

MAWA is developing an Online Virtual Malaysia Walkthrough of a realistic environment of Malaysia for simulate the Malaysian culture in real experience in the virtual world. MAWA is unique in the sense of the local content of digital items that have been developing digitally and can be transferred trough e-commerce. MAWA is a very peaceful place and they can even play traditional game with other friend from around the world.

##### **6.1.1 What is MAWA?**

Online Virtual Malaysia Walkthrough or MAWA is an application that takes Malaysia to the world. MAWA is online virtual reality application and use Massively Multiplayer Online Games (MMOGs) as a platform. Each house will be created precisely and the texture will be map in detail. This will preserve the originality of architecture. Every model will make into the real scale. The landscape will be filled with the real terrain model whereas the content features the real environment of Malaysia. This will give a realistic environment to the visitors that visit virtual Malaysia.

### **6.1.2 Objective of the Project**

Through digital imagery, MAWA creates the past, provides images of unborn concepts or products and easy to understand visualizations of complex data. With its team of 3D specialists, instructional designers, multi-media experts, internet and graphic developers, MAWA helps visualizing 'what can be', simulating 'what could be' and effectively presenting 'what is'. With the development of MAWA, the visitors can feel the environment and the culture that have been simulated. This will give a better world perception towards Malaysia.

### **6.1.3 Target Customers**

Due to its unique range of creative, experimental and commercial possibilities, the online persistent virtual world of MAWA is attracting significant interest from business and service industry sectors throughout the world. The targeted market is the foreign tourists, and the strategy is to attract at least 1% of the total forecasted tourist who will need to pay an access fee of USD20 per entry.

## **6.2 Suggestions**

With the current technology, internet plays very important tools of providing the services of MAWA. The suggested for the next enhancement of MAWA is to manage an avatar using mobile technology. Examples, user's can change an avatar looks using mobile application. With the combination of this technology, MAWA will be more flexible, mobile, and unique and powerful compare to another competitors.

### **6.2.1 AMS to Develop and Market MAWA**

New technology in this area is being developed daily. The uniqueness is the combination of mature technology with quality content. It has succeeded at oversea. So it should be easier to develop this idea by studying these oversea experiences. The strategy is to use Self fund (if affordable), Financial Institution Loan and venture capital investment because AMS are confident that we can compete for the project in the market. AMS will also looking for potential countries taking into account of local content in stated country in the context of the same model business.

### **6.2.2 Future Enhancement of MAWA**

This points the way ahead for real world businesses seeking to monetise services in today's 'pull-driven' consumer environment. Virtual-to-virtual business methods may well lead the thinking in devising business models for future 3D web-based services, such as:

#### **i. Product sales resource real craft ( By Currier ):**

A few craft product select from entrepreneur craft that there in Malaysia that will be commercial. The content stated will be decommissioned show his get-up (for information visitor ) and could buy straight thru web commerce in whose linking to product 3D stated.

**ii. Sale resource for advertisement:**

When MAWA become the focus visitor from deep and foreign with variety purpose and action, hereabouts future model advertisement for this. Potential company will advertised in various forms that can be modeled. From advertising conventionally as signboard, billboard, digital advertising, and even product demo can do by virtual to other tourist. Various mode advertising may be made in virtual world.

**6.3 Conclusions**

MAWA could be a value added technology for the promotion of Malaysia tourism sector. It is not to replace the conventional ways of promoting the tourism sector, but it can be used together as a tool for tourism industry to increase the Malaysian economic especially.

MAWA will help the tourist to visualize Malaysia as effectively as possible. This could be the future strategy. People heavily invested in virtual worlds and people making money by doing business in it. The lines between reality and virtual worlds are blurring and the lucky or enterprising ones will be the ones to spin virtual cash into gold. With better improvements in quality and contents, MAWA promises to be an appropriate tool for perception and manipulation of spatial information.

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**KOLEJ SASTERA DAN SAINS  
(College of Arts and Sciences)  
Universiti Utara Malaysia**

**PERAKUAN KERJA KERTAS PROJEK  
(Certificate of Project Paper)**

Saya, yang bertandatangan, memperakukan bahawa  
(I, the undersigned, certify that)

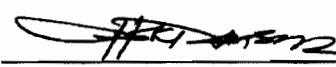
**AMRAN BIN SHARIB  
(89636)**

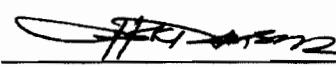
Calon untuk Ijazah  
(candidate for the degree of) **MSc. (Technopreneurship)**

Selaku berdaftar pemilik entity perniagaan di bawah telah mengemukakan  
dokumen yang berkaitan untuk diaudit.  
(as the registered owner of the business entity below has submitted the relevant  
documents to be audited)

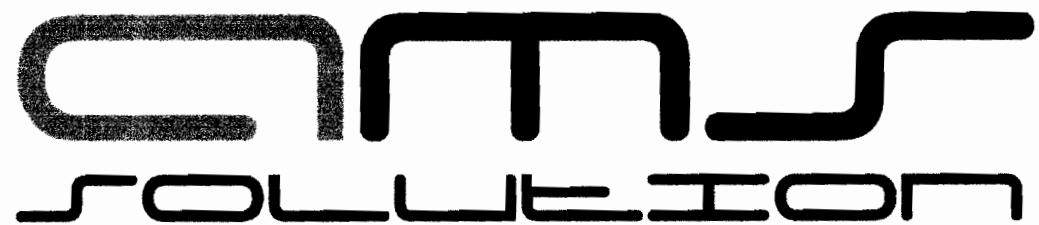
**AMS Solution  
(No. Pendaftaran Syarikat AS0308976-K)**

Syarikat tersebut telah mencapai jualan perniagaan **RM 202,150.00** sejak  
September 2008 hingga Julai 2009  
*The company has achieve business sales worth RM 202,150.00 since September  
2008 Until July 2009*

Nama Auditor  
Auditor Name : 

Tandatangan & Cop Syarikat :   
ASSOC. PROF. DR. CHEK DERASHID  
Chairman  
Planner & Business Development  
ITU-UUM AEP COE  
For Rural ICT Development  
Information Technology Building  
Universiti Utara Malaysia

Tarikh  
Date : 30/8/2009



Annual Report

2008/2009

**MOHD SHAZNAZ SHAHARIS**

**AMRAN SHARIB**



**AMS SOLUTION**  
**LEMBARAN IMBANGAN PADA**  
**31 JULY 2009**

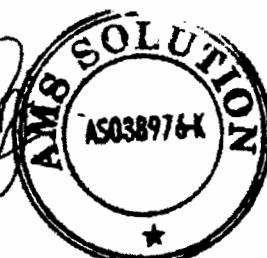
	<b>RM</b>	<b>SUSUT NILAI</b>	<b>NILAI</b>
		<b>TERKUMPUL</b>	<b>BERSIH</b>
<b>ASET</b>			
Peralatan Elektrik	1,500.00	300	1,200.00
Peralatan/ Perabot			
Pejabat	2,000.00	400	1,600.00
Komputer	10,647.00	5323.5	5,323.50
	<u>14,147.00</u>	<u>6,023.50</u>	<u>8,123.50</u>
<b>ASET SEMASA</b>			
Tunai di Tangan	10,822.00		
Tunai di Bank	5,700.00		
Pelbagai Deposit	<u>1,200.00</u>	<u>17,722.00</u>	
<b>LIABILITI</b>			
<b>SEMASA</b>			
Pembiayaan (-)		0.00	
			<u>17,722.00</u>
<b>ASET SEMASA</b>			
<b>BERSIH</b>			<u>25,845.50</u>
<b>DIBIAYAI OLEH:</b>			
<b>EKUITI PEMILIK</b>			
Modal			
Amran Sharib	3,000.00		
(+) Keuntungan	22,476.50		
(-) Ambilan	<u>15,595.00</u>		
		<u>9,881.50</u>	
Modal			
Amirul Helmi Ismail	3,000.00		
(+) Keuntungan	22,476.50		
(-) Ambilan	<u>18,389.00</u>		
		<u>7,087.50</u>	
Modal			
Maha Shaznaz	3,000.00		
Shahruq	22,476.50		
(+) Keuntungan	<u>16,600.00</u>		
		<u>8,876.50</u>	
			<u>25,845.50</u>

**AMS SOLUTION**  
**PENYATA PENDAPATAN DARI 18 SEPTEMBER 2008 BERAKHIR 31**  
**JULY 2009**

	<b>RM</b>
<b>JUALAN</b>	
IT Training	65,300.00
Web Development	125,250.00
Photo Services	8,600.00
Hardware	3,000.00
<b>JUMLAH JUALAN</b>	<b>202,150.00</b>
<b>KOS BARANG DIJUAL (-)</b>	2,000.00
<b>UNTUNG KASAR</b>	<b>200,150.00</b>
<b>JUMLAH PENDAPATAN</b>	<b>200,150.00</b>
<b>PERBELANJAAN</b>	
Daftar Syarikat	100.00
Gaji dan Elaun	88,000.00
Deposit Pejabat	1,200.00
Latihan & Kursus	3,000.00
Sewa Server	1,100.00
Sewa Pejabat	4,400.00
Alatulis dan Cetakan	1,000.00
Peralatan/Perabot Pejabat	2,000.00
Peralatan Elektrik	1,500.00
Komputer	10,647.00
Bil Elektrik & Air	4,950.00
Pengangkutan	6,600.00
Susutnilai Aset	6,023.50
Pelbagai	2,200.00
<b>JUMLAH PERBELANJAAN</b>	<b>132,720.50</b>
<b>KEUNTUNGAN TAHUN SEMASA</b>	<b>67,429.50</b>

Disahkan oleh,

.....  
(MOHD SHAZNAZ SHAHARIS)



AMS SOLUTION  
ALIRAN TUNAI UNTUK TAHUN 11 BULAN BERAKHIR 31 JULY 2009

PERKARA/BULAN		1 (SEPT 08)	2 (OCT 08)	3 (NOV 08)	4 (DIS 08)	5 (JAN 09)	6 (FEB 09)	7 (MAC 09)	8 (APR 09)	9 (MAY 09)	10 (JUN 09)	11 (JULY 09)	TAHUNI
<b>ALIRAN TUNAI MASUK</b>													
Modal	9,000.00	-	-	-	-	-	-	-	-	-	-	-	9,000.00
IT Training	4,300.00	3,500.00	-	3,000.00	8,000.00	7,000.00	3,500.00	3,000.00	5,500.00	3,000.00	12,500.00	12,000.00	65,300.00
Web Development	56,000.00								25,500.00		43,750.00		125,250.00
Hardware											3,000.00		3,000.00
Photo Services											5,320.00	3,280.00	8,600.00
Kos Barang Dijual (-)											2,000.00		2,000.00
<b>JUMLAH ALIRAN MASUK</b>	<b>68,300.00</b>	<b>3,500.00</b>	<b>-</b>	<b>3,000.00</b>	<b>8,000.00</b>	<b>7,000.00</b>	<b>3,500.00</b>	<b>3,000.00</b>	<b>31,000.00</b>	<b>3,000.00</b>	<b>62,570.00</b>	<b>15,280.00</b>	<b>208,150.00</b>
<b>ALIRAN TUNAI KELUAR</b>													
<i>Ambilan Pakan Kongsi</i>	<i>4,750.00</i>												
Deposit Pejabat	1,200.00	-	-	-	-	-	-	-	-	-	-	-	1,200.00
Datai Pembiagaan	100.00	-	-	-	-	-	-	-	-	-	-	-	100.00
Latihan & Kursus	3,000.00	-	-	-	-	-	-	-	-	-	-	-	3,000.00
Pembelian Aset Tetap:													-
Peralatan Elektrik	1,500.00	-	-	-	-	-	-	-	-	-	-	-	1,500.00
Peralatan /Penbot Pejabat	2,000.00	-	-	-	-	-	-	-	-	-	-	-	2,000.00
Komputer	10,647.00	-											10,647.00
Gaji Pengurus & Pekerja		8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	88,000.00
Bonus													14,850.00
Sevice Sava Server	500.00	-	-	-	600.00	-	-	-	-	-	-	-	1,100.00
Sevice Pejabat	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	4,400.00
Elektrik & Air	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	4,950.00
Alatulis	1,000.00	-	-	-	-	-	-	-	-	-	-	-	1,000.00
Pengangguran	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	6,600.00
Pelbagai	245.00	245.00	245.00	245.00	245.00	245.00	245.00	245.00	245.00	245.00	245.00	247.00	2,687.00
<b>JUMLAH ALIRAN KELUAR</b>	<b>18,947.00</b>	<b>14,445.00</b>	<b>9,685.00</b>	<b>9,686.00</b>	<b>14,576.00</b>	<b>14,295.00</b>	<b>9,808.00</b>	<b>9,865.00</b>	<b>14,058.00</b>	<b>15,183.00</b>	<b>31,488.00</b>	<b>29,754.00</b>	<b>192,628.00</b>
LEBIHANKURANGAN	48,353.00	(10,945.00)	(9,685.00)	(6,686.00)	(6,576.00)	(7,295.00)	(6,308.00)	(6,686.00)	(6,982.00)	(12,183.00)	31,054.00	(14,474.00)	18,522.00
BAKI AWAL BAWAH	49,353.00	38,408.00	38,408.00	28,713.00	22,018.00	15,442.00	8,147.00	15,442.00	8,147.00	12,105.00	(88.00)	30,988.00	30,988.00
BAKI AKHIR BHADARAN	40,353.00	38,408.00	28,713.00	22,018.00	15,442.00	8,147.00	1,338.00	(4,657.00)	1,338.00	(88.00)	30,986.00	16,522.00	16,522.00

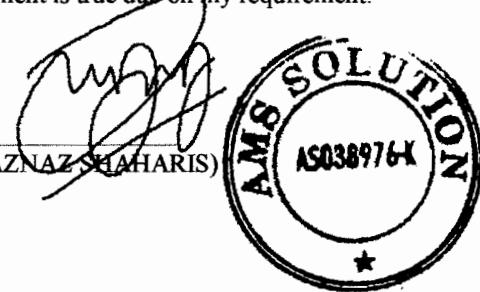
\* Jualan dibuat semasa pra operasi dibawa dari baki tunai syarikat (MSSDIGITAL, REDSYNTAX dan REBETAVOLUTION ) sebelum penubuhan syarikat AMS Solution.

Note:

Please note that this financial report for year ended 2009 was prepared for loan purposes.  
This report are prepared due on requirement from our client.

I certify that the above statement is true due on my requirement:

(MOHD SHAZNAZ SHAHARIS)



**SALES FOR YEAR 2008 AND 2009**

IT Training	2008		2009		Cost :
	1	2	3	4	
	3,500.00		3,000.00		
	3,000.00		3,000.00		
	4,000.00		3,000.00		
	4,300.00		500.00		
	4,000.00		12,000.00		
			12,000.00		
			5,500.00		
			3,500.00		
			4,000.00		
	<b>18,800.00</b>		<b>46,500.00</b>	<b>65,300.00</b>	<b>Cost :</b> 6,530.00

Web Development	2008		2009		Cost :
	1	2	3	4	
	20,000.00		10,000.00		
	15,000.00		15,500.00		
	21,000.00		20,000.00		
			8,000.00		
			15,750.00		
	<b>56,000.00</b>		<b>69,250.00</b>	<b>125,250.00</b>	<b>Cost :</b> 25,050.00

Hardware	2008		2009		Cost :
	1	2	3	4	
			3,000.00		
			<b>3,000.00</b>	<b>3,000.00</b>	<b>Cost :</b> 2,000.00

Photo Services	2008		2009		Cost :
	1	2	3	4	
			5,320.00		
			1,780.00		
			1,500.00		
			<b>8,600.00</b>	<b>8,600.00</b>	<b>Cost :</b> 3,600.00

<b>Total Sales</b>	<b>202,150.00</b>
<b>Total Cost</b>	<b>37,180.00</b>



**FOKUS** Tech  
IT Training and Services

No 16, tingkat 2-1, Jln 91/26  
Taman Sri Rampai, Setapak  
53300 Kuala Lumpur  
Tel & fax : 03 41435649

Mohd Shaznaz bin Shaharis  
No. 503 Blok A8  
Wangsa Maju Seksyen 1  
53300 Kuala Lumpur

Tuan,

**TAWARAN SEBAGAI PENCERAMAH BAGI KURSUS DREAMWEAVER DAN FLASH**

Dengan segala hormatnya, merujuk perkara di atas.

2. Sukacita dimaklumkan pada amnya tawaran tersebut di atas, setelah dibincangkan dan dirundingkan adalah diterima oleh pihak kami seperti berikut :

i) Nama kursus	:	Dreamweaver dan Flash
ii) Kementerian / syarikat	:	Kementerian Pertahanan, Malaysia
iii) Bilangan Peserta	:	15 orang (kakitangan Pegawai)
iv) Tarikh	:	24 Mac 2009 – 27 Mac 2009
v) Tempat kursus	:	Hotel Maytower, Kuala Lumpur
vi) Bayaran ceramah	:	RM 5,500.00
vii) Kos perjalanan	:	Ditanggung oleh pihak kami
viii) Penginapan	:	Tiada
ix) Kelengkapan latihan	:	Disediakan oleh pihak kami

3. Pihak tuan juga dikehendaki mengemukakan laporan perlaksanaan kursus dan jadual pembelajaran

4. Sila nyatakan secara rasmi persetujuan tuan atas tawaran ini dan segalanya didahului dengan ucapan terima kasih

**"BERSAMA BERPENDIDIKAN"**

Yang menjalankan,



(NOOR AZMAN BIN NIK RUSLI  
Pengurus Fokus Tech  
IT Training and Services



No 16, tingkat 2-1, Jln 91/26  
Taman Sri Rampai, Setapak  
53300 Kuala Lumpur  
Tel & fax : 03 41435649

Mohd Shaznaz bin Shaharis  
No. 503 Blok A8  
Wangsa Maju Seksyen 1  
53300 Kuala Lumpur

Tuan,

## **TAWARAN SEBAGAI PENCERAMAH BAGI KURSUS MICROSOFT OFFICE 2007**

Dengan segala hormatnya, merujuk perkara di atas.

2. Sukacita dimaklumkan pada amnya tawaran tersebut di atas, setelah dibincangkan dan dirundingkan adalah diterima oleh pihak kami seperti berikut :

i) Nama kursus	:	Microsoft Office 2007
ii) Kementerian / syarikat	:	Kementerian Pengajian Tinggi, Malaysia
iii) Bilangan peserta	:	20 orang (Kakitangan kerani)
iv) Tarikh	:	14 April 2008 - 17 April 2008
v) Tempat kursus	:	Seksyen Pembangunan Manusia Dan Latihan Kementerian Pengajian Tinggi, Putrajaya
vi) Bayaran ceramah	:	RM 4,300.00
vii) Kos perjalanan	:	Ditanggung oleh pihak kami
viii) Penginapan	:	Tiada
ix) Kelengkapan latihan	:	Disediakan oleh pihak Kementerian

3. Pihak tuan juga dikehendaki mengemukakan laporan perlaksanaan kursus dan jadual pembelajaran

4. Sila nyatakan secara rasmi persetujuan tuan atas tawaran ini dan segalanya didahului dengan ucapan terima kasih

## **"BERSAMA BERPENDIDIKAN"**

Yap ~~the~~ jalankan.

(NOOR AZMAN BIN NIK RUSHDI)  
Pengurus Fokus Tech  
IT Training and Services

Mohd Shaznaz bin Shaharis  
No. 503 Blok A8  
Wangsa Maju Seksyen 1  
53300 Kuala Lumpur

Tuan,

**TAWARAN SEBAGAI PENCERAMAH BAGI KURSUS PHP**

Dengan segala hormatnya, merujuk perkara di atas.

2. Sukacita dimaklumkan pada amnya tawaran tersebut di atas, setelah dibincangkan dan dirundingkan adalah diterima oleh pihak kami seperti berikut :

i) Nama kursus	: PHP
ii) Kementerian / syarikat	: Kementerian Pertahanan, Malaysia
iii) Bilangan Peserta	: 17 orang (kakitangan Pegawai)
iv) Tarikh	: 11 Disember 2008 – 14 Disember 2008
v) Tempat kursus	: Hotel De Palma, Ampang, Kuala Lumpur
vi) Bayaran ceramah	: RM 4,000.00
vii) Kos perjalanan	: Ditanggung oleh pihak kami
viii) Penginapan	: Tiada
ix) Kelengkapan latihan	: Disediakan oleh pihak kami

3. Pihak tuan juga dikehendaki mengemukakan laporan perlaksanaan kursus dan jadual pembelajaran

4. Sila nyatakan secara rasmi persetujuan tuan atas tawaran ini dan segalanya didahului dengan ucapan terima kasih

Sekian.

**"BERSAMA BERPENDIDIKAN"**

Yang menjalankan,



(NOOR AZMAN BIN NIK RUSHDI  
Pengurus Fokus Tech  
IT Training and Services



Mohd Shaznaz bin Shaharis  
No. 503 Blok A8  
Wangsa Maju Seksyen 1  
53300 Kuala Lumpur

Tuan,

**TAWARAN SEBAGAI PENCERAMAH BAGI KURSUS MICROSOFT OFFICE 2007**

Dengan segala hormatnya, merujuk perkara di atas.

2. Sukacita dimaklumkan pada amnya tawaran tersebut di atas, setelah dibincangkan dan dirundingkan adalah diterima oleh pihak kami seperti berikut :

i) Nama kursus	: Microsoft Office 2007
ii) Kementerian / syarikat	: Imigresen, Malaysia
iii) Tarikh	: 6 Januari 2009 - 9 Januari 2009
iv) Tempat kursus	: Glory Beach Resort, Port Dickson
v) Bayaran ceramah	: RM 4,000.00
vi) Kos perjalanan	: Ditanggung oleh pihak kami
vii) Penginapan	: Disediakan oleh pihak Imigresen
viii) Kelengkapan latihan	: Disediakan oleh pihak Imigresen

3. Pihak tuan juga dikehendaki mengemukakan laporan perlaksanaan kursus dan jadual pembelajaran

4. Sila nyatakan secara rasmi persetujuan tuan atas tawaran ini dan segalanya didahului dengan ucapan terima kasih

Sekian.

**"BERSAMA BERPENDIDIKAN"**

Yang menjalankan,



(NOOR AZMAN BIN NIK RUSHDI)  
Pengurus Fokus Tech  
IT Training and Services

Mohd Shaznaz bin Shaharis  
No. 503 Blok A8  
Wangsa Maju Seksyen 1  
53300 Kuala Lumpur

Tuan,

**TAWARAN SEBAGAI PENCERAMAH BAGI KURSUS ADOBE PHOTOSHOP  
CS 3 DAN CS 4**

Dengan segala hormatnya, merujuk perkara di atas.

2. Sukacita dimaklumkan pada amnya tawaran tersebut di atas, setelah dibincangkan dan dirundingkan adalah diterima oleh pihak kami seperti berikut :

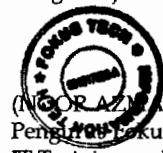
i) Nama kursus	:	Adobe Photoshop CS 3 DAN CS 4
ii) Kementerian / syarikat	:	Kementerian Pengajian Tinggi, Malaysia
iii) Bilangan peserta	:	18 orang (Kakitangan pegawai)
iv) Tarikh	:	10 Februari 2009 - 13 Februari 2009
v) Tempat kursus	:	Seksyen Pembangunan Manusia Dan Latihan Kementerian Pengajian Tinggi, Putrajaya
vi) Bayaran ceramah	:	RM 3,500.00
vii) Kos perjalanan	:	Ditanggung oleh pihak kami
viii) Penginapan	:	Tiada
ix) Kelengkapan latihan	:	Disediakan oleh pihak Kementerian

3. Pihak tuan juga dikehendaki mengemukakan laporan perlaksanaan kursus dan jadual pembelajaran

4. Sila nyatakan secara rasmi persetujuan tuan atas tawaran ini dan segalanya didahului dengan ucapan terima kasih

**"BERSAMA BERPENDIDIKAN"**

Yang menjalankan,

  
(NORAZMAN BIN NIK RUSHDI)  
Pengaju  Fokus Tech  
IT Training and Services

Mohd Shaznaz bin Shaharis  
No. 503 Blok A8  
Wangsa Maju Seksyen 1  
53300 Kuala Lumpur

Tuan,

**TAWARAN SEBAGAI PENCERAMAH BAGI KURSUS DREAMWEAVER**

Dengan segala hormatnya, merujuk perkara di atas.

2. Sukacita dimaklumkan pada amnya tawaran tersebut di atas, setelah dibincangkan dan dirundingkan adalah diterima oleh pihak kami seperti berikut :

i) Nama kursus	: Dreamweaver
ii) Kementerian / syarikat	: Kementerian Pelajaran, Malaysia
iii) Bilangan Peserta	: 23 orang
iv) Tarikh	: 1 Disember 2008 - 4 Disember 2008
v) Tempat kursus	: Hotel Holiday City Johor Bahru
vi) Bayaran ceramah	: RM 4,000.00
vii) Kos perjalanan	: Ditanggung oleh pihak kami
viii) Penginapan	: 1 bilik
ix) Kelengkapan latihan	: Disediakan oleh pihak kami

3. Pihak tuan juga dikehendaki mengemukakan laporan perlaksanaan kursus dan jadual pembelajaran

4. Sila nyatakan secara rasmi persetujuan tuan atas tawaran ini dan segalanya didahului dengan ucapan terima kasih

Sekian.

**"BERSAMA BERPENDIDIKAN"**

Yang menjalankan,



NOOR ALMAN BIN NIK RUSHDI  
FOKUS Tech  
IT Training and Services



**CENTRE FOR IT ADVANCEMENT (CITA)**  
Kulliyah of Information and Communication Technology,  
International Islamic University Malaysia, 53100 Kuala Lumpur  
Email: [cita@kict.iiu.edu.my](mailto:cita@kict.iiu.edu.my) Website: <http://iiu.edu.my/cita>  
Tel : 03-61965691 / 03-61965694 Fax : 03-61965179

MOHD SHAZNAZ SHAHARIS  
AMS SOLUTION

Tel: Fax:

### Payment Voucher

NO. : PV0809/006

DATE : 18/09/2008

CHEQUE NO. : 178906

PAGE : Page 1 of 1

A/C CODE	A/C NAME	DESCRIPTION	AMOUNT	AMOUNT
101-4106	TRAINERS	PAYMENT AS PHP/MYSQL TRAINER	3,000.00	
702-9496	PURCHASES	PHP/MYSQL MODULE	500.00	

Ringgit Malaysia Three Thousand Five Hundred Only

Note :

**TOTAL : RM**

**3,500.00**

Printed By QnE Accounting System

APPROVED BY

RECEIVED BY

Director  
Centre for IT Advancement (CITA)  
Kulliyah of Information & Communication Technologies  
International Islamic University Malaysia



**CENTRE FOR IT ADVANCEMENT (CITA)**  
Kulliyah of Information and Communication Technology,  
International Islamic University Malaysia, 53100 Kuala Lumpur  
Email: cita@kict.iiu.edu.my Website: <http://iiu.edu.my/cita>  
Tel : 03-61965691 / 03-61965694 Fax : 03-61965179

MOHD SHAZNAZ SHAHARIS  
AMS SOLUTION

Tel:

Fax:

### Payment Voucher

NO. : CITA257  
DATE : 14/11/2008  
CHEQUE NO. : 178931  
PAGE : Page 1 of 1

A/C CODE	A/C NAME	DESCRIPTION	AMOUNT
101-4106	TRAINERS	FEES AS TRAINER ON DREAMWEAVER 8 + PHPMySQL (12-13 NOV 2008)	3,000.00

Ringgit Malaysia Three Thousand Only

Note :

**TOTAL : RM**

**3,000.00**

Printed By QnE Accounting System

**APPROVED BY**

**RECEIVED BY**

Director  
Centre for IT Advancement (CITA)  
Kulliyah of Information & Communication Technology  
International Islamic University Malaysia



**CENTRE FOR IT ADVANCEMENT (CITA)**  
Kulliyah of Information and Communication Technology,  
International Islamic University Malaysia, 53100 Kuala Lumpur  
Email: [cita@kict.iiu.edu.my](mailto:cita@kict.iiu.edu.my) Website: <http://iiu.edu.my/cita>  
Tel : 03-61965691 / 03-61965694 Fax : 03-61965158

MOHD SHAZNAZ SHAHARIS  
AMS SOLUTION

Tel: Fax:

### Payment Voucher

NO. : V0908  
DATE : 28/01/2009  
CHEQUE NO. : 178949  
PAGE : Page 1 of 1

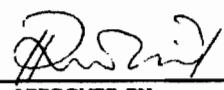
A/C CODE	A/C NAME	DESCRIPTION	AMOUNT
101-4106	TRAINERS	TRAINER FEES FOR DREAMWEAVER 8 TRAINING ON 13-14 JAN 2009	3,000.00

Ringgit Malaysia Three Thousand Only

Note :

**TOTAL : RM 3,000.00**

Printed By QnE Accounting System

  
**APPROVED BY**  
**DR. ABDUL RAHMAN AHLAN**

Director  
Centre for IT Advancement (CTA)  
Kulliyah of Information & Communication Technology  
International Islamic University Malaysia

**RECEIVED BY**



**CENTRE FOR IT ADVANCEMENT (CITA)**  
Kulliyah of Information and Communication Technology,  
International Islamic University Malaysia, 53100 Kuala Lumpur  
Email: [cita@ikct.iiu.edu.my](mailto:cita@ikct.iiu.edu.my) Website: <http://iiu.edu.my/cita>  
Tel : 03-61965691 / 03-61965694 Fax : 03-61965158

SHAZNAZ SHAHARIS  
AMS SOLUTION

Tel: Fax:

### Payment Voucher

NO. : VO925  
DATE : 3/19/2009  
CHEQUE NO. : 178974  
PAGE : Page 1 of 1

A/C CODE	A/C NAME	DESCRIPTION	AMOUNT
101-4106	TRAINERS	TRAINER FEES ON FLASH CS3 TRAINING 04-05 MARCH 2009	3,000.00

Ringgit Malaysia Three Thousand Only

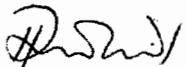
Note :

**TOTAL : RM 3,000.00**

Printed By QnE Accounting System

APPROVED BY

RECEIVED BY

  
  
**DR. ABDUL RAHMAN AHLAN**  
Director  
Centre for IT Advancement (CITA)  
Kulliyah of Information & Communication Technology  
International Islamic University Malaysia



**CENTRE FOR IT ADVANCEMENT (CITA)**  
Kulliyyah of Information and Communication Technology,  
International Islamic University Malaysia, 53100 Kuala Lumpur  
Email: [cita@kict.iiu.edu.my](mailto:cita@kict.iiu.edu.my) Website: <http://iiu.edu.my/cita>  
Tel : 03-61965691 / 03-61965694 Fax : 03-61965158

SHAZNAZ SHAHARIS  
AMS SOLUTION

Tel: Fax:

### Payment Voucher

NO. : V0952  
DATE : 05/05/2009  
CHEQUE NO. : 197553  
PAGE : Page 1 of 1

A/C CODE	A/C NAME	DESCRIPTION	AMOUNT
101-4106	TRAINERS	TRAINER FEES: PHP/MySQL TRAINING 18-19 APRIL 2009	3,000.00

Ringgit Malaysia Three Thousand Only

Note :

**TOTAL : RM 3,000.00**

Printed By OnE Accounting System

*DR*  
**APPROVED BY**  
**DR. ABDUL RAHMAN AHLAN**  
Director  
Centre for IT Advancement (CITA)  
Kulliyyah of Information & Communication Technology  
International Islamic University Malaysia

*DR*  
**RECEIVED BY**  
MHD SHAZNAZ SHAHARIS  
P30713-14-5759



**CENTRE FOR IT ADVANCEMENT (CITA)**  
Kulliyyah of Information and Communication Technology,  
International Islamic University Malaysia, 53100 Kuala Lumpur  
Email: cita@kict.iiu.edu.my Website: <http://iiu.edu.my/cita>  
Tel : 03-61965691 / 03-61965694 Fax : 03-61965158

SHAZNAZ SHAHARIS

Tel:

Fax:

### Payment Voucher

NO. : V0970  
DATE : 6/22/2009  
CHEQUE NO. : 197589  
PAGE : Page 1 of 1

A/C CODE	A/C NAME	DESCRIPTION	AMOUNT
101-4106	TRAINERS	MODULE DEVELOPMENT FOR ADOBE PHOTOSHOP CS3	500.00

Ringgit Malaysia Five Hundred Only

Note :

**TOTAL : RM** 500.00

Printed By QnE Accounting System

**APPROVED BY**  
**DR. ABDUL RAHMAN AHLAN**  
Director  
Centre for IT Advancement (CITA)  
Kulliyyah of Information & Communication Technology  
International Islamic University Malaysia

**RECEIVED BY**  
**AMRAN SHAFI B**  
820411 02 5207

24 Mac 2009

**MOHD SHAZNAZ BIN SHAHRIS**  
NO 4, Jalan Orkid 26  
Bukit Beruntung Golf & Country Resort  
Sek BB1 Rawang  
48300 Selangor

**PER: TAWARAN MEMBEKAL PERKHIDMATAN TUTOR/PERUNDING**

Sukacita dimaklumkan bahawa anda dijemput membekalkan perkhidmatan sebagai Tutor di pusat pembelajaran KEMAHIRAN PROGRESIF.

Tawaran ini bermula 1 Jun 2009 dengan bayaran profesional seperti mana yang tertera dibawah. Tawaran ini tidak termasuk apa-apa bayaran sampingan yang lain dan segala caruman berkanun adalah ditanggung oleh pihak pembekal perkhidmatan sendiri tanpa melibatkan pihak KEMAHIRAN PROGRESIF.

Sila ambil perhatian bahawa sebagai pembekal perkhidmatan, anda tertakluk kepada polisi dan peraturan-peraturan yang diperkenalkan oleh pihak pentadbiran KEMAHIRAN PROGRESIF. Anda akan dimaklumkan tentang penguatkuasaan peraturan-peraturan tertentu dari masa kesemasa. Antara lain, polisi KEMAHIRAN PROGRESIF memperuntukkan penilaian prestasi setiap 3 bulan dan penyambungan perkhidmatan akan bergantung kepada anda mencapai tahap yang ditetapkan.

**1) Bayaran mengajar/pensyarah:**

- 1) Bayaran pensyarah RM 12,000.00 pakej untuk MMC sehingga 24 Jun 2009
- 2) Bayaran pensyarah RM 12,000.00 pakej untuk IT-YPC sehingga 20 Julai 2009

Segala bayaran pengendalian kursus akan di bayar dalam tempoh :-

1) RM 12,000.00 minggu terakhir bulan Jun 2009

2) RM 12,000.00 minggu terakhir bulan Julai 2009

**Segala tarikh bayaran yang ditetapkan adalah bergantung kepada pembayaran yang diterima daripada MDEC Corporation.**

Tanggungjawab utama anda adalah mengendalikan secara profesional mana-mana tugas / kursus yang persetujuui. Disamping itu, anda juga dikehendaki terlibat dalam aktiviti-aktiviti yang memberikan nilai-tambah kepada operasi KEMAHIRAN PROGRESIF.

Sila nyatakan persetujuan anda terhadap tawaran ini dengan menurunkan tandatangan dan tarikh, dan memulangkan salinan tawaran ini ke KEMAHIRAN PROGRESIF.

**KEMAHIRAN PROGRESIF**  
"Institut Kemahiran Anda"

# SPG TECHNOLOGIES

Technopreneur Incubator MARA-UUM, Building College of Arts & Sciences, Universiti Utara Malaysia, 06010 Sintok, Kedah  
Lot 118 Level 2 Varsity Mall, Universiti Utara Malaysia, 06010 Sintok, Kedah  
694 Lorong Kuda Kepang 1, Taman Ria Jaya, 08000 Sungai Petani, Kedah  
Telefon : +60192282526 / +60192081580 / +60194122006

A003026GP N.O.F 357-0219251

Mohd Shaznaz Shaharis  
503, Blok A8, Wangsa Maju  
53300 Kuala Lumpur.

5 Disember 2008

## TAWARAN MEMBINA LAMAN WEB HEPA UPNM

Sehubungan perkara diatas, pihak kami ingin menawarkan projek membina laman web Bahagian Hal Ehwal Pelajar Universiti Pertahanan Malaysia.

2. Segala urusan surat menyurat dan perbincangan berkaitan dengan pihak UPNM perlu menggunakan nama syarikat SPG TECHNOLOGIES.

3. Jangkamasa perlaksanaan projek yang dicadangkan oleh pihak UPNM adalah selama 2 bulan bermula dari 3 Januari 2009 sehingga 4 Mac 2009. Sebarang perubahan pada tarikh cadangan hanya dibuat selepas perbincangan dengan pihak SPG dan UPNM.

4. Segala butir-butir mengenai projek adalah seperti dibawah :

**Nama Projek : Laman web rasmi HEPA UPNM**

**Pelanggan : Bahagian Hal Ehwal Pelajar UPNM**

**Jangkamasa : 03/01/2009 - 04/03/2009**

**Jumlah Bayaran : RM 10,000.00**

5. Tawaran ini adalah sah sehingga **25 Disember 2008**. Jawapan penerimaan tawaran boleh dibuat secara bertulis kepada alamat SPG TECHNOLOGIES. Untuk sebarang pertanyaan, sila hubungi Syahril (0192282526).

Sekian, Terima Kasih.

  
(Mohd Amirul Helmi Ismail)

SPG TECHNOLOGIES

  
Terima  
AMS SOLUTION (A0038076-K)  
No. 4, Jalan Orkid 2G,  
Bukit Beruntung Golf & Country Resort,  
Sek BB1, 48300 Rawang,  
Selangor, Malaysia.  
[www.amsolution.com.my](http://www.amsolution.com.my)

# SPG TECHNOLOGIES

Technopreneur Incubator MARA-UUM, Building College of Arts & Sciences, Universiti Utara Malaysia, 06010 Sintok, Kedah  
Lot 118 Level 2 Vensity Mall, Universiti Utara Malaysia, 06010 Sintok, Kedah  
694 Lorong Kuda Kepang 1, Taman Ria Jaya, 08000 Sungai Petani, Kedah  
Talk2us : +60192282526 / +60192681580 / +60194122009

Mohd Shaznaz Shaharis  
503, Blok A8, Wangsa Maju  
53300 Kuala Lumpur.

5 Disember 2008

## TAWARAN MEMBINA LAMAN WEB HEPA UPNM

Sehubungan perkara diatas, pihak kami ingin menawarkan projek membina laman web Bahagian Hal Ehwal Pelajar Universiti Pertahanan Malaysia.

2. Segala urusan surat menyurat dan perbincangan berkaitan dengan pihak UPNM perlu menggunakan nama syarikat SPG TECHNOLOGIES.

3. Jangkamasa perlaksanaan projek yang dicadangkan oleh pihak UPNM adalah selama 2 bulan bermula dari 3 Januari 2009 sehingga 4 Mac 2009. Sebarang perubahan pada tarikh cadangan hanya dibuat selepas perbincangan dengan pihak SPG dan UPNM.

4. Segala butir-butir mengenai projek adalah seperti dibawah :

**Nama Projek : Laman web rasmi HEPA UPNM**

**Pelanggan : Bahagian Hal Ehwal Pelajar UPNM**

**Jangkamasa : 03/01/2009 - 04/03/2009**

**Jumlah Bayaran : RM 10,000.00**

5. Tawaran ini adalah sah sehingga **25 Disember 2008**. Jawapan penerimaan tawaran boleh dibuat secara bertulis kepada alamat SPG TECHNOLOGIES. Untuk sebarang pertanyaan, sila hubungi Syahril (0192282526).

Sekian, Terima Kasih.

  
(Mohd Amirul Helmi Ismail)

SPG TECHNOLOGIES

  
AMS SOLUTION (A8038978-K)  
No. 4, Jalan Orkid 2G,  
Bukit Beruntung Golf & Country Resort,  
Sek BB1, 48300 Rawang,  
Selangor, Malaysia.  
[www.amsolution.com.my](http://www.amsolution.com.my)

## ASPATI SDN. BHD.

**MSC**  
Master Company



No 2-1 Jalan Putra Mahkota 7/4B  
Seksyen 7 Putra Point Town Centre  
47650 Subang Jaya Selangor  
Selangor DE.  
Tel:03-5192-9151  
Fax: 03-5192-9159

Mohd Shaznaz Shaharis  
Cimb Acc. No : 02120064912526  
Phone No. : 0195505959

Receipt No. R31042009-7  
Date 6/31/2009  
Cheque No. 357612

ITEM	DESCRIPTIONS	QTY	UNIT PRICE (RM)	AMOUNT (RM)
1	CAS UUM Website Custom CMS , Web design Ref : 045635-02	1	8000	8000.00
				<b>Subtotal</b> 8000.00
				<b>Discount</b> 0.00
				<b>Tax/Postage</b> 0.00
				<b>Total</b> 8000.00

For Aspati Sdn Bhd ( Company's Chop )

For Customer (Signature or Company's Chop)

AMS SOLUTION Sdn Bhd (A5038976-1),  
No. 1, Jalan Orchid 2G,  
Bukit Beruntung Golf & Country Res.,  
Sek BB1, 48300 Rawang,  
Selangor, Malaysia.  
www.amsolution.com.my

## ASPATI SDN. BHD.

**MSC**  
Mitsubishi  
Steel Company



No 2-1 Jalan Putra Mahkota 7/48  
Seksyen 7 Putra Point Town Centre  
47650 Subang Jaya Selangor  
Selangor DE.  
Tel:03-5192-9151  
Fax : 03-5192-9159

Mohd Shaznaz Shaharis  
Cimb Acc. No : 02120064912526  
Phone No. : 0195505959

Receipt No  
Date  
Cheque No.

R31062009-6  
6/31/2009  
357611

ITEM	DESCRIPTIONS	QTY	UNIT PRICE (RM)	AMOUNT (RM)
1	Sooka Sentral Website Custom CMS , Web design Ref : 045635-01	1	20000	20000.00
				Subtotal
				20000.00
				Discount
				0.00
				Tax/Postage
				0.00
				Total
				20000.00

For Aspati Sdn Bhd ( Company's Chop )


**AMASOLUTION (AS038975-S)**  
AMASOLUTION (AS038975-S) is a registered company's Chop  
No. 4, Jalan Orchid 2G,  
Bukit Beruntung Golf & Country Resort  
Sek. BB1, 48300 Rawang,  
Selangor, Malaysia.  
www.amasolution.com.my



## ASPATI SDN. BHD.

No 2-1 Jalan Putra Mahkota 7/4B  
 Seksyen 7 Putra Point Town Centre  
 47650 Subang Jaya Selangor  
 Selangor DE.  
 Tel: 03-5192-9151  
 Fax: 03-5192-9159

Mohd Shaznaz Shaharis Cimb Acc. No : 02120064912526 Phone No. : 0195505959		<b>Receipt No</b> Date Cheque No.	<b>R16072008-2</b> 16-Jul-2008 347321	
ITEM	DESCRIPTIONS	QTY	UNIT PRICE (RM)	AMOUNT (RM)
1	MARDI Custom CMS Portal Development Designing Main & Internal Page	1	1000	1000.00
2	Content Management System Add Update, Edit Page, Delete, & Hide/View Upload Images PDF Etc. Maintaining Session  Ref : 063335-00	1	\$ 14,000.00	14000.00
Subtotal Discount Tax/Postage Total				15000.00 0.00 0.00 15000.00

For Aspati Sdn Bhd ( Company's Chop )



For Customer (Signature or Company's Chop)  
**AMS SOLUTION (AS038976-K)**

No. 4, Jalan Orkid 2G,  
 Sek. Beruntung, Golf & Country Resort  
 Sek BB1, 48300 Rawang,  
 Selangor, Malaysia.  
[www.amsolutions.com.my](http://www.amsolutions.com.my)



## ASPATI SDN. BHD.

No 2-1 Jalan Putra Mahkota 7/4B  
Seksyen 7 Putra Point Town Centre  
47650 Subang Jaya Selangor  
Selangor DE.  
Tel: 03-5192-9151  
Fax: 03-5192-9159

Mohd Shaznaz Shaharis  
Cimb Acc. No : 02120064912526  
Phone No. : 0195505959

Receipt No  
Date  
Cheque No.

R16042009-4  
16-Apr-2009  
347441

ITEM	DESCRIPTIONS	QTY	UNIT PRICE (RM)	AMOUNT (RM)
1	Gamat Emas WEB DESIGN	1	15000	1500.00
2	Content Management System Dynamic Page, User Account News, Event & Promotion Page Web counter, Newsletter Ref: 034635-14	1	\$ 14,000.00	14000.00
			Subtotal	15500.00
			Discount	0.00
			Tax/Postage	0.00
			Total	15500.00

For Aspati Sdn Bhd ( Company's Chop )



For Customer (Signature or Company's Chop)  
**AMS SOLUTION (A038976-L)**  
No. 4, Jalan Orkid 2G,  
Bukit Beruntung Golf & Country Resort  
Sek BB1, 48300 Rawang,  
Selangor, Malaysia.  
[www.amsolution.com.my](http://www.amsolution.com.my)

**AMS Solution**  
**Technopreneur Incubator Centre**  
**IT Building, CAS, UUM,**  
**06010, Sintok Kedah**



Web : <http://www.amssolution.com.my/>  
E-Mail : admin@amssolution.com.my

Executive Director  
The Malaysian Water Association  
No.24-2, 2nd Floor, Jalan Sri Hartamas 8,  
Taman Sri Hartamas,  
50480 Kuala Lumpur.

Date: 22/05/09  
Ref : AMSINV225209-6

Dear Sir,

**INVOICE: PHOTOGRAPHY SERVICES FOR WATER MALAYSIA 2009 AT PWTC 19-21 MAY 2009**

No.	Description	Price (RM)
1.	3 DAYS Photo session - PWTC (Conference & Exhibition) - Legend Hotel (MWA Dinner) 2 Photographers @ RM 250 per day Job scope : Photography coverage & to produce DVD (Event Pictures) Approx 1000 ++ pieces.	RM 3500
2.	<b>Picture + Frame</b> - 3 Units : 12in x 18in picture + Frame - 1 Unit : 8in x 12in picture + Frame	RM 450 RM 20
3.	<b>Album</b> - 1 Unit Sticky Album 200 4r Pic	RM 350
	<b>Total</b>	<b>RM 5320</b>

Please make the payment as the term below:

1. Payment can be made by cash, cheque or direct bank deposit,
2. Pay to:

I) cheque : Amran Sharib

II) Direct deposit: CIMB Bank - 021200065523522

Thank you for your business.

(Amran Sharib)





**CENTRE FOR IT ADVANCEMENT (CITA)**  
Kulliyah of Information and Communication Technology,  
International Islamic University Malaysia, 53100 Kuala Lumpur  
Email: cita@kict.iiu.edu.my Website: <http://iiu.edu.my/cita>  
Tel : 03-61965691 / 03-61965694 Fax : 03-61965158

SHAZNAZ SHAHARIS  
AMS SOLUTION

Tel: Fax:

### Payment Voucher

NO. : VO925  
DATE : 3/19/2009  
CHEQUE NO. : 178974  
PAGE : Page 1 of 1

A/C CODE	A/C NAME	DESCRIPTION	AMOUNT
101-4106	TRAINERS	TRAINER FEES ON FLASH CS3 TRAINING 04-05 MARCH 2009	3,000.00

Ringgit Malaysia Three Thousand Only

Note :

**TOTAL : RM 3,000.00**

Printed By QnE Accounting System

APPROVED BY

RECEIVED BY

**DR. ABDUL RAHMAN AHLAN**  
Director  
Centre for IT Advancement (CITA)  
Kulliyah of Information & Communication Technology  
International Islamic University Malaysia

AMS Solution  
Technopreneur Incubator Centre  
IT Building, COAS, UUM,  
06010, Sintok Kedah



Web : <http://www.amssolution.com.my/>  
E-Mail : admin@amssolution.com.my

Shaharis Saad

Date: 22/05/09

Executive Director

Ref : AMSINV225209-5

The Malaysian Water Association

No.24-2, 2nd Floor, Jalan Sri Hartamas 8, Taman Sri Hartamas,  
50480 Kuala Lumpur.

Dear Sir,

**INVOICE: HP COMPAQ CQ40-337TU Laptop**

No.	Description	Price (RM)
1.	<p><b>HP COMPAQ CQ40-337TU Laptop</b></p> <p>Specification:</p> <ul style="list-style-type: none"><li>• CORE DUO TECHNOLOGY</li><li>• CORE DUO 2.0G (T4200)</li><li>• 3GB DDR2 RAM</li><li>• 250GB HARDDISK</li><li>• DVD BURNER</li><li>• 14" WIDE SCREEN</li><li>• 3 x USB2.0, HDMI PORT</li><li>• WIFI A/B/G ,NIC</li><li>• WEBCAM, 5 in 1 CARD READER</li><li>• INTEGRATED X4500</li><li>• 56K MODEM</li><li>• FREE DOS</li><li>• HP Carry Case</li><li>• 1 Year International Warranty</li><li>• Windows Vista Home Premium Edition</li></ul>	<b>RM 3,000</b>

\* Warranty period valid from 19/05/2009 – 19/05/2010

Please make the payment as the term below:

1. Payment can be made by cash, cheque or direct bank deposit,
2. Pay to:

I)      cheque : Mohd Shaznaz Shaharis

II)      Direct deposit: CIMB Bank – 02120064912526

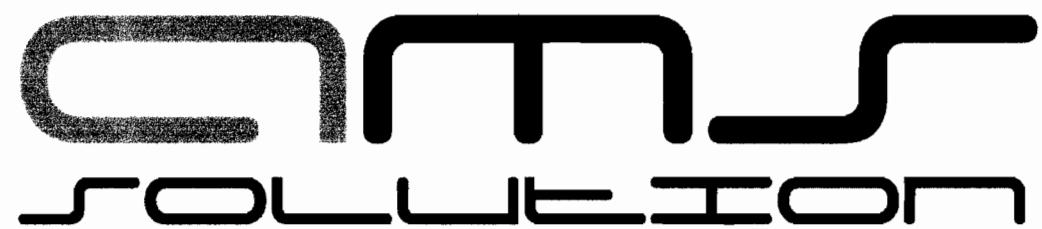
Thank you for your business.

A handwritten signature in black ink, appearing to read 'Mohd Shaznaz Shaharis'.

(Mohd Shaznaz Shaharis)



**APPENDIX A**  
**COMPANY PROFILE**



## Company Profile





## Contents

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## **Vision**

We aim to be among the best in IT Training, Web Application and Multimedia provider in the country and to be able to compete in the global arena.

## **Mission**

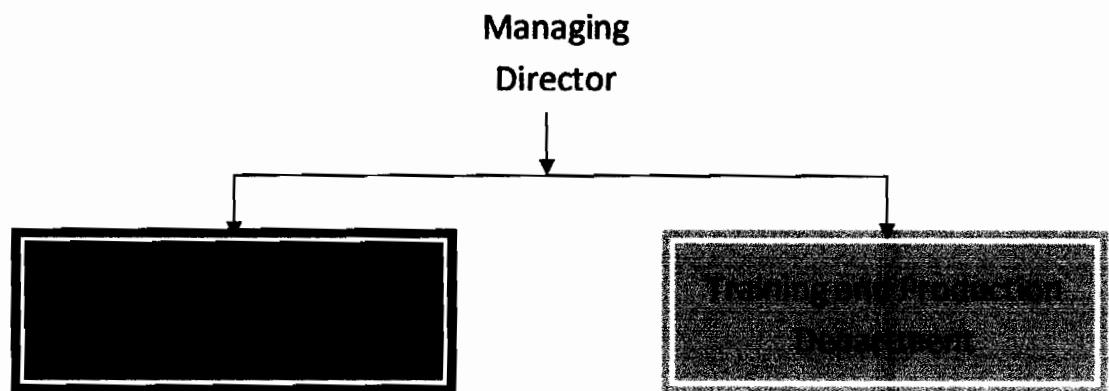
- To build a profitable company renowned for its quality.
- To continuously improve our product and services to meet our customer's needs and expectation.
- To continuously participate in research and development to remain competitive.
- To be a good corporate citizen.

## **We Promise To Deliver The Following:**

- To generate revenue of RM150, 000 in yearly operational.
- Every services or products provided to our customer will be delivered after complete customer or user acceptance test (UAT)
- We will participate in related knowledge hunting to improve our products and services.
- To provide community services.



## Organization Structure



## Company Information

Company Name	: AMS Solution
Registration Date	: 8 September 2008
Registration No.	: AS0308976-K
Operation Address	: No 503 Blok A8, : Seksyen 1 Wangsa Maju, : 53300 Kuala Lumpur.
Telephone No.	: 019 550 5959 / 03-984 1104 / 019 412 2009
E-Mail	: <a href="mailto:admin@amssolution.com.my">admin@amssolution.com.my</a>
Website	: <a href="http://www.amssolution.com.my">www.amssolution.com.my</a>



## Company Ownership

Name	: Mohd Shaznaz Shaharis
Qualification	: Bachelor of Science in Multimedia (Hons) UUM
Nationality	: Malaysian
Race	: Malay

Mohd Shaznaz Shaharis obtained his Bachelor of Science in Multimedia (Hons) from the Universiti Utara Malaysia in 2007. He oversees the operation of the company drive AMS SOLUTION towards global market. He has 4 years experience in sets the strategic direction of the company. He has responsibility to sets the goals to be achieved by the company and monitors and controls performance and the achievement of target objectives.

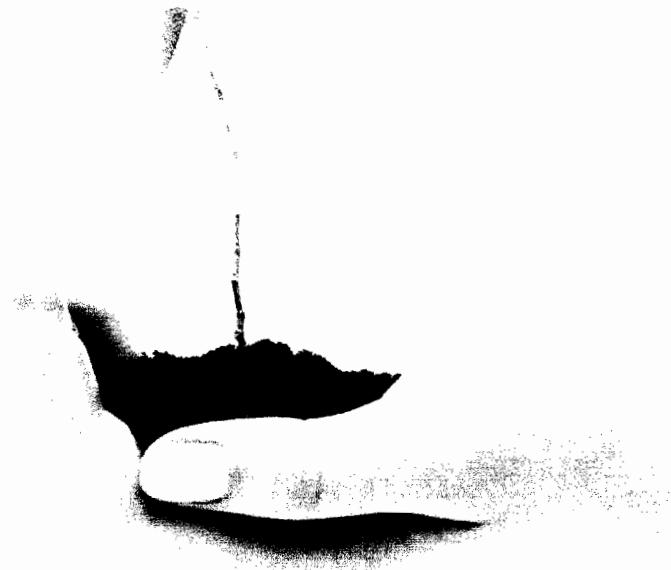
Name	: Amran Sharib
Qualification	: Bachelor of Science in Multimedia (Hons) UUM
Nationality	: Malaysian
Race	: Malay

Amran Sharib is a Technical Manager and Founder of AMS SOLUTION. He obtained his Bachelor of Science in Multimedia (Hons) from the Universiti Utara Malaysia in 2007. He has 4 years experience in multimedia development. In AMS SOLUTION, he has overall responsibility for AMS SOLUTION technology including product development, website platform architecture, sales technologies, technical operations and technical support.



Name : Mohd Amirul Helmi Ismail  
Qualification : Bachelor of Science in Multimedia (Hons) UUM  
Nationality : Malaysian  
Race : Malay

Mohd Amirul Helmi Ismail is responsible for the overall marketing operations of AMS SOLUTION. He obtained his Bachelor of Science in Multimedia (Hons) from the Universiti Utara Malaysia in 2007. He has roles and responsibility to carries out all of the marketing duties and activities of the company. He work closely with all the potential client.





## Products and Services

### Web Application Development

As the Internet grew into a major tool on the global economic front, so did the number of investors who were interested in its development. So, you may wonder, how does the Internet continue to play a major role in communications, to boast the revenue for the company?

There are many entities that require applications for the web application. From the simple process of transferring funds into a bank account, to deploying a large scale Web services network that updates pricing information globally, the adoption of a Web applications infrastructure is vital for many businesses.

To get into the current evolution for the Web Application Development race, we strategies ourselves and take part by creating our own Content Management System (CMS) called SUITE as the core of the future system. It will adapt to any needs according to the requirements. CMS is a collection of functions designed to allow the creation, modification organization and removal of information from a Web site. It is common for a CMS to require users to have no knowledge of any programming language in order to create new Web pages.

#### Clients Using Our Content Management System:

- HEPA Universiti Pertahanan Nasional Malaysia
- UUM TV CHANNEL
- College of Arts and Sciences Universiti Utara Malaysia Official Website
- Sooka Sentral



- Pusat Islam Universiti Utara Malaysia Portal
- EMR On-Line Medical Appointment+Clinic Management System
- Khong&Jaafar
- Teleforce2u

## **Multimedia Development**

Multimedia is the integration of text, photos, animation, narration, music and interactivity, packaged in a number of formats for viewing. The days of Power Point are long gone. We create presentations that people will remember, appreciate and feel proud of.

Our multimedia designers and developers have the ability to further explore new graphical interfaces and functionality. Whether you are distributing a training program to your staff worldwide or putting together a direct mail campaign to announce a new product or service to prospective clients, we can deliver your message precisely.

Presenting your content over the web, on a CD-ROM or laptop, or on a Kiosk, your presentation must have an impact. We promise you a high quality product, fast delivery and it will come with customer support.

### **Clients List For The Multimedia Development:**

- HEPA Universiti Pertahanan Nasional Malaysia (UPNM)
- TM College Universiti Utara Malaysia Digital



## IT Training

A successful professional must have hard skills and soft skills especially the skills about the Information Technology. However daily we see new software's or versions have been released by the software company to keep up with the current needs but yet the users always way behind of the technology because the lack of the trainings.

Our aim is to serve the Malaysian people and creating value for Malaysia as a globally competitive nation. In IT training, we provide training services designed specifically to suite various user's level in Information Technology for professionals, corporate clients, fresh graduates, school leavers and to those who wishes to embark in the field of Information Technology.

Sharing and expanding the knowledge is one of our main concerns. **"Knowledge needs to be shared not to be kept".**

### Clients List For IT Training:

- Ministry of Defence (MINDEF)
- Ministry of Higher Education (MOHE)
- Ministry Of Information (MOI) : Institut Penyiaran dan Penerangan Tun Abdul Razak
- Immigration Department of Malaysia
- Universiti Utara Malaysia (UUM)
- Centre Of IT Advancement IIUM (CITA)
- TM Multimedia College (MMC)
- Institut Pengurusan & Intergriti Negeri Kedah (IPN)

# Company Registration



**SURUHANJAYA SYARIKAT MALAYSIA  
COMPANIES COMMISSION OF MALAYSIA**

## **PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956**

**BORANG D (KAEDAH 13)**

<b>No. Pendaftaran</b>
<b>AS0308976-K</b>

**AMS SOLUTION  
NO. 503, BLOK A8, SESKYEN 1, WANGSA MAJU  
53300 KUALA LUMPUR  
WILAYAH PERSEKUTUAN**

Dengan ini diperakui bahawa Perniagaan yang dijalankan dengan nama

### **AMS SOLUTION**

telah didaftarkan dari hari ini sehingga **7 SEPTEMBER 2009** menurut peruntukan-peruntukan Akta Pendaftaran Perniagaan 1956, dengan nombor yang ditunjukkan di sini dan tempat utama perniagaannya di **NO. 503, BLOK A8, SESKYEN 1, WANGSA MAJU, 53300 KUALA LUMPUR, WILAYAH PERSEKUTUAN** dan cawangan-cawangan di :

1. TECHNO PRENEUR INCUBATOR CENTRE BGN. IT. COAS, UUM, 06010 SINTOK, KEDAH
2. 4, JLN. ORKID 2G, BKT. BERUNTUNG GOLF & COUNTRY RESORT, SEK. BBI, 48300, RAWANG, SELANGOR
3. 694, LRG. KUDA KEPANG 1, TMN. KIA JAYA, 08000 SUNGAI PETANI, KEDAH

### **Jenis Perniagaan**

INFORMATION TECHNOLOGY CONSULTATION, SOFTWARE DEVELOPMENT, MULTIMEDIA DEVELOPMENT, NETWORKING SERVICES, EVENT MANAGEMENT, COMPUTER SERVICES, HARDWARE AND SOFTWARE SUPPLIER, TELECOMMUNICATION, PHOTOGRAPHY, PRINTING

Bertarikh di **ALOR SETAR** pada **8 SEPTEMBER 2008**.

**HAMID BIN TAH**  
Penolong Pendaftar Perniagaan  
Semenanjung Malaysia

UserID: hamid Date: Mon Sep 08 15:49:51 WST 2008

**APPENDIX B**  
**GANTT CHART**

Project Charter		Start Date	End Date	Scope	Cost	Progress	Team	Vendor	Customer	Project Manager	External Task	External Metric	Desire
Project Charter		05/15/98	06/15/98	Project Charter	05/15/98	05/15/98	Project Charter	05/15/98	05/15/98	Project Manager	05/15/98	05/15/98	05/15/98

