MY LIBRARY PORTAL

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

By:

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BUSINESS PLAN

PROJECT TITLE:

My Library Portal

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MSC TECHNOPRENEURSHIP

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MAY 2009

KOLEJ SASTERA DAN SAINS
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MY LIBRARY PORTAL

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EXECUTIVE SUMMARY

My Library Portal is a web based system that manages to handle operation in order to record and manage NILAM program computerizes, efficiently and e-library system in one application. It will be as the one stop center for users such as teacher, student, library, publisher and author interacts among them. The system allow students to record their reading in the easy way, they can key-in all the particulars such as book's volume, author, publisher and synopsis in the system anywhere via internet. Nowadays, most school has computer labs or 'Pusat Akses'. The system offers benefits to teachers, students, library, author and publisher as well as the public for a long term. Teacher can revise and check the student's record efficiently. Teacher will take role as the admin where they can add, delete and manage the student's account. They will also approve the records. The system additionally will benefit the publisher and author society via advertisement and good relation created with schools community. Currently, the system is inefficient where the students borrow books from library, read and record all the particulars in record books manually. Then, the books will be collected by NILAM's teacher to be reviewed and approved by library teacher.

This system developed by a number of experts in web applications development. Their expertise's are in various information and technology fields especially web-based programming and database including multimedia fundamentals. SPG will market My Library Portal in both primary and secondary schools in Malaysia. This system can help users to enhance the recording process and the NILAM campaign itself. According to Ministry of Education's year 2007statistic, there are 7643 primary schools and 2163 secondary schools all over Malaysia.

RINGKASAN EKSEKUTIF

My Library Portal adalah satu sistem laman web yang menguruskan operasi merekod program NILAM secara elektronik, efisyen dan sistem pengurusan perpustakaan didalam satu pakej yang berkesan. Ia akan menjadi sebagai satu pusat sehenti kepada para guru, pelajar, pustakawan, penerbit buku dan pengarang buku dan mereka boleh berinteraksi dengannya. Sistem ini membolehkan pelajar untuk merekod pembacaan mereka dengan mudah. Maklumat seperti bilagan buku, pengarang, penerbit dan sinopsis dapat direkod daripada mana-mana dan pada bila-bila masa melalui internet. Pada hari ini kebanyakan sekolah telah dilengkapi dengan kemudahan makmal komputer ataupun pusat akses. Kesemua pengguna ini akan mendapat faedah termasuklah orang awam dimasa akan datang. Guru boleh menyemak dan rekod pembacaan pelajar dengan efisyen. Guru akan menjadi administrator dimana mereka boleh tambah, hapus dan kemas kini akaun pelajar. Guru juga akan mengesahkan rekod pembacaan pelajar ini. Sistem ini juga memberi faedah kepada para penerbit dan pengarang. Mereka dapat membina rangkaian perniagaan dan hubungan yang baik dengan komuniti sekolah. Kini, kaedah konvensional adalah kurang efisyen dimana pelajar meminjam buku, membaca dan merekod maklumat bacaan dalam buku rekod secara manual. Kemudian, buku-buku ini akan dikumpulkan oleh guru NILAM, disemak dan disahkan.

Sistem ini dibangunkan oleh sekumpulan pakar dari pelbagai disiplin teknologi maklumat dan pembangunan laman web. Kepakaran mereka adalah dalam pengaturcaraan laman web dan pengkalan data termasuklah dalam aspek multimedia. SPG akan memasarkan My Library Portal ke sekolah menengah dan rendah seluruh Malaysia. Sistem ini dapat meningkatkan keberkesanan kempen

membaca NILAM di Malaysia. Menurut statistik tahun 2007 daripada Kementerian Pelajaran, terdapat 7643 sekolah rendah dan 2163 sekolah menegah di Malaysia.

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I would like to convey my gratitude to every individual who have made the thesis possible. First, I would like to express my deepest appreciation to my supervisor Mr. Rosli Bin Mohd Saad for his assistance, patience and endurance throughout this project. With his insights he was a tremendous aid for me in making the thesis more accurate and lighter. I also want to thank my external mentor Tuan Haji Pakhrazi Bin Haji Musa, director of Belanjaya (M) Sdn Bhd who has often guide me in terms of business skills development and numerous ideas in contribution to this thesis. He is the precise figure for me to follow for my future business. I am also grateful to all the commitment and help from College of Arts and Science of Universiti Utara Malaysia for the trust and support that they have provided in order to continue my study in MSC Technopreneurship. My deepest appreciation also goes to Prof. Madya Azizi Bin Zakaria whom I am very much indebted. He is my supervisor and my respectful organizer. A great deal of significant contribution was offered by him and it has become my obligation to confer a high respect for his efforts. I also would like to thank all my friends especially Syahril Emran Bin Mohd Nor, Mohd Amirul Helmi Bin Ismail, Mohd Shaznaz Bin Shaharis, Amran Bin Sharib, Nadratun Nafisah Binti Abdl Wahab and Hayu Rahiza Binti Ramli for their sharing of knowledge, endless kindness, advice and support given to me during the course of study. Not forgetting my other beloved lecturers such as Dr. Syazwan Bin Abdullah, Dr. Zulikha Binti Jamaludin, Dr. Ku Ruhana Binti Ku Mahmud and others. Finally, I would like to extend my deepest love to my family especially my parents for their love, support and trust. To all of you I dedicate this thesis.

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CHAPTER ONE

INTRODUCTION TO THE COMPANY

1.1 Company Background

SPG Technologies is an online-based and hardware based company providing hardware supply, custom software developer and online educational portal services. Currently it is focusing on library portal domain system. Our services are targeted to all school (students, teachers, and librarians) and industry (publisher and author) even for public usage when it's matured enough soon.

Company Name	:	SPG Technologies
Registered Address	:	694 Lorong Kuda Kepang 1, Taman Ria Jaya, 08000 Sungai Petani, Kedah Darul Aman.
Premise Address	:	Lot 118, Varsitymall, University Utara Malaysia, 06010, Sintok, Kedah
Telephone	:	019-2282526
Company Registration No	:	AS0302456-P
Date Registered	:	13 February 2008
Business	:	Computer repair, telecommunication, training services, software development, Hardware supplier, internet, multimedia, printing, networking.
Business Type	:	Partnership

Startup Capital	:	RM 1500.00
Bank	:	Bank Islam Berhad Cawangan Sintok, Kedah
Account Number	:	02080078016526
MOF License No	:	357-02118251
License Due Date	:	09 September 2011
Owner and Shares	:	Azmil Fahmy Bin Abdul Wahab (40%) Syahril Emran Bin Mohd Nor (30%) Mohd Amirul Helmi Bin Ismail (30%)
NRCI	:	830306-08-5899 820223-08-5843 830127-08-5841

Our Vision

- We aim to be a leading educational service provider in terms of library and book industry.

Our Mission

- To help school students, teachers, libraries to run NILAM campaign
- One Stop Centre for internal and external parties.

Our Value

- *Attitude.* Positive attitude towards delivering our services to our clients.
- *Teamwork.* Together we share and drive towards the same goals, objectives and direction.

- *Enthusiasm*. It symbolizes excitement and passion. In everything we do, we deliver enthusiasm first.
- *Creativity*. We create and deliver the best solutions for all.
- *Continuous Improvement*. We emphasize on '*Our services, Your Needs'*.

The Initiatives

The initiatives started when we noticed that the current NILAM campaign run by Ministry of Education in Malaysian schools consequently is not in the top achievement as it should be. A survey indicated that *most of the student did not seriously participated in the campaign because one of the reason is that the method is uninteresting*. According to a research, more than 60% of students do not show enthusiasm in the program as expected. This research has been conducted among schools in Perak Tengah and Manjung district, Perak.

1.2 Business Intent

Our choice of business is internet based business. The idea of the business started when the owners experienced dealing with school students and teachers. From them, the owners were enlightened of the problem inside the NILAM campaign regarding the mechanism and success rate aspect. There is a gap to be fulfilled inside the mechanism of NILAM's campaign. From there the idea to make My Library Portal has been derived. Before we explained further about the advantages of My Library Portal, we would like to show the statistics on Malaysian school and other relevant information:

- There are 7643 primary schools in Malaysia
- There are 2163 secondary schools.
- Total number of school students are around 5,000,000
- The exist over 100 book publisher in Malaysia
- Almost 5000 active author in Malaysia
- Malaysia internet usage as of 24 November 2007 are 14,904,000 which is 52.7% of Malaysia's population
- Usage growth for Malaysia internet usage from 2000-2007 is 302.8% which means that it is growing faster than the world internet usage rate

Below are the graphs for the world internet usage and schools in Malaysia:

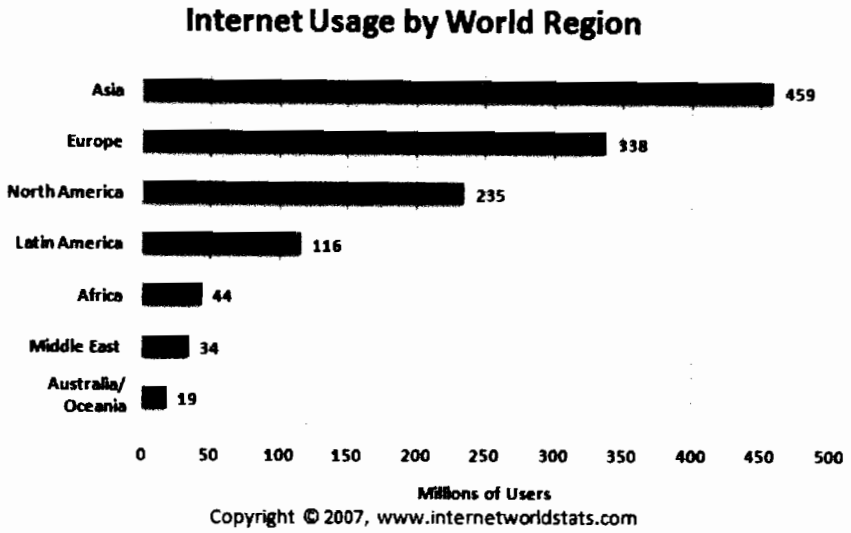

Figure 1.1: Internet Usage by World Region

From the statistics shown above, we can see that Internet usage has grown rapidly and it is certainly the most valuable information resource there is. When the Internet originally developed 30 years ago it was mainly used by governments, scientists, researchers and university teachers. Today, the Internet is used by people in all walks of life, from administrative assistants to CEO's and from blue collar workers to politicians. For these reasons, it's safe to say the Internet is here to stay.

There is an obvious 'black hole' inside the campaign for reading in Malaysia. For example right now we are focusing at school level; primary and secondary. It has been conducted since 1995 through NILAM campaign. From an experienced of NILAM's teacher observation, the campaign just reaches a 40 % success rates. The problem is not just about reading, but also with the mechanism in recording it. Then, there is no continuity among parties involves such as student, teacher, and library and even book publisher or author. My Library Portal comes to fulfill the space. With the portal, all of these elements can be connected and interacted with each other and provide extra benefits.

NEGERI	SK				SJK (C)				SJK (T)				SK Khas				BT				SABK				Jumlah Besar			
	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah
PERAK	470		50	520	165	3	19	187	129		5	134	2			2					2			2	768	3	74	845
SELANGOR	245	10	173	428	65		42	107	80		17	97	1			1							1	1	391	10	233	634
PAHANG	381		31	412	71		4	75	36	1		37	1			1	1			1	1			1	491	1	35	527
KELANTAN	377		20	397	14			14	1			1	1			1									393		20	413
JOHOR	498	2	100	600	184	3	28	215	61		9	70	4			4									747	5	137	889
KEDAH	351		27	378	84	1	5	90	54		4	58	2			2									491	1	36	528
WP LABUAN	15			15	2			2	0																17			17
MELAKA	137			137	65			65	21			21	1			1					7			7	231			231
NEGERI SEMBILAN	191		8	199	81		1	82	57		4	61	1			1									330		13	343
PULAU PINANG	105	1	36	142	51		39	90	25		3	28	3			3					1			1	185	1	78	264
PERLIS	58			58	10			10	1			1	1			1					1		3	4	71		3	74
TERENGGANU	312		22	334	10			10					2			2									324		22	346
WP KUALA LUMPUR	99	14	26	139	32	1	8	41	15			15	3			3									149	15	34	198
SABAH	814	1	164	979	81		2	83					2			2									897	1	166	1064
SARAWAK	1011	1	27	1039	211		8	219					4			4									1226	1	35	1262
WP PUTRAJAYA	8			8																					8			8
JUMLAH	5072	29	684	5785	1126	8	166	1298	480	1	42	523	28			28	1			1	12		4	16	6719	38	866	7643

Nota/Note: Bilangan SABK berdasarkan 30 Jun 2007.
Number of SABK as of 30th June 2007
Sekolah beroperasi sahaja / Operational schools only.

Figure 1.2: Primary Schools in Malaysia 2007

NEGERI	HARIAN				SBP				SMKA				TEKNIK				SM KHAS				MODEL KHAS				SEKOLAH				SENI				SABK				JUMLAH BESAR			
	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah	Pg	Ptg	2 Sesi	Jumlah
PERAK	96		98	194	5			5	3			3	10			10					1			1									23			23	138		98	236
SELANGOR	59		154	213	8			8	3			3	7			7	1			1			1	1									21		2	23	99		157	256
PAHANG	135	1	18	154	6			6	2			2	10			10					4			4									4			4	161	1	18	180
KELANTAN	92		26	118	3			3	6			6	5			5																	1			1	107		26	133
JOHOR	97		118	215	5			5	4			4	10			10	1			1					1			1	1			1	2		1	3	121		119	240
KEDAH	79		63	142	4			4	4			4	7			7					2			2									11		1	12	107		64	171
WP LABUAN	6		1	7	1			1					1			1																					8		1	9
MELAKA	52		6	58	2			2	2			2	4			4																	7			7	67		6	73
NEGERI SEMBILAN	71	3	11	85	6			6	2			2	7			7					1			1													87	3	11	101
PULAU PINANG	57		39	96	1			1	4			4	6			6	1			1	1			1									10			10	80		39	119
PERLIS	19			19	1			1	2			2	2			2																	2			2	26			26
TERENGGANU	88		17	105	4			4	6			6	5			5					1			1									14			14	118		17	135
WP KUALA LUMPUR	32		53	85	3			3	1			1	3			3	1			1					1			1									41		53	94
SABAH	76	6	107	189	2			2	8			8	6			6																	2			2	94	6	107	207
SARAWAK	85	1	73	159	2			2	8			8	7			7															1	1					102	1	74	177
WP PUTRAJAYA	5			5	1			1																													6			6
JUMLAH	1069	11	784	1864	54			54	55			55	98			98	4			4	18	1	11	2			2	1	1	2	97	4	188	1362	11	790	2163

Nota/Note: Bilangan SABK berdasarkan 30 Jun 2007.
Number of SABK as of 30th June 2007
Sekolah beroperasi sahaja / Operational schools only.

Figure 1.3: Secondary Schools in Malaysia 2007

1.2.1 Product or Service Benefits

Internal User

i. School Library

Librarians now can manage books under their responsibility with such an easy and systematic way. They can record all the books, journals, magazines with the system that we offer.

ii. Student

Here, student can do their part just like in the conventional NILAM system but in a simpler way. They can make book's synopsis, edit synopsis, rate books, update profile, chatting via forum corner etc.

iii. Teacher

Teacher can do their work remotely similar to student. They can approve student's NILAM record via My Library Portal anytime anywhere.

External User

In this section, the services can be classified into a few users such as book publisher and author. They can join My Library Portal community and get many advantages and opportunities to expand their business.

i. Publisher

They can register and promote their products such as new books in our portal service. They also will know the reading trend of school children as well as improve their business in the future.

ii. Author

There are many independent or freelance authors in the industry. Author can register with the portal and obtain lots of useful information as well as publisher's.

iii. Public

Public is our future target market. They also can join My Library Portal and acquire benefits similar to publisher and author.

1.3 Growth Strategies

Initially, SPG Technologies will develop a pilot system that can be used in primary schools in Perak. Trial schools will be Sekolah Rendah Tanjong Belanja, Parit, Perak. SPG Technologies has already created a good relation with the authorities (library teachers) and Persatuan Ibu Bapa Guru (PIBG). There are demands from them for My Library Portal system. Once the system is completed, SPG Technologies will approach parties such as the author and publisher for further assistance.

1.3.1 Financial Strategies

The project will be potentially funded by Agencies such as MARA, MDEC or personal venture capitalists who are interested to fund at least RM 100,000. But, SPG is approaching Majlis Amanah Rakyat (MARA) because of the flexibility of the financial facility. The development cost of the project is reasonable as it consists of the system and the server (free based). To maximize the value of the business, the long term growth strategy is to seek listing of the company in 2010 when it achieves turnover of RM 5 million.

1.3.2 Technology and Product Development Strategies

- To have flawless mobilization
  - Every enhancement of the services will be done and delivered quickly.
- To understudy closely with potential market
  - Every application contained inside our services will be built closely based to market research.
- To invest consistently in potential experts.
  - SPG will invest for human capital expertise and new technology; hardware and software consistently.

1.3.3 Marketing Strategies to increase market or mind share

To create awareness of the beauty of My Library Portal and increase the market portion, we will be involved in exhibitions frequently. We will use print materials and distribute them via email and posters in schools or strategic spot.

- **Collaboration with Ministry of Education**

  Currently, we have acquired good co-operation from the ministry. They assist SPG Technologies from aspects such as valuable information and proper guidelines to deal with government agencies.

- **Branding**

  We believe brand is a tool in positioning our services in our customer's mind. In this scenario, My Library Portal is a brand name and position as a company who provides online library and book management in achieving the tagline "*Our Services, Your Needs*". Regarding this matter, in every delivery of our services, we always highlight our tagline to customers.

- **Have a book/Pamphlet published**

  This is another big step towards creating the mind share of our targeted customers. We will distribute pamphlets to schools.

- **Pricing**

  We will set the price based on our indirect competitor's pricing strategy and make it cheaper to ensure My Library Portal can penetrate into the market.

1.4 Target Markets

- Malaysian secondary and primary schools.
- Book author
- Book publisher

My Library Portal will be targeted to all schools in Malaysia both primary and secondary. The system will help schools to manage NILAM book record process along with library management system. According to the Ministry of Education 2007 statistic there are 7643 primary schools and 2163 secondary schools in Malaysia. Averagely each school has 350 students for primary and 800 for secondary. All over Malaysia there are around 5,000,000 (five millions) school students. Along with that 60 % of the schools have been equipped with computer labs or at least Pusat Akses complete with the internet connectivity. This fact will help My Library Portal to be implemented in Malaysian schools. Other parties who have potential are book publisher and author. There are around 100 publishers from 600 registered[1] and 5,000[2] active authors in Malaysia. We assume to get 2% from 5883 schools or 118 schools for the first year while 10% and 2% for publisher and author segment. As we know, each party is dependent on each other. Book publisher and author have to market their products and their main market is education parties especially schools. We can help them to promote and sell their product through My Library Portal all over Malaysia. The market potential for this product is so vast to be explored because of ICT application is expanding rapidly. For the start up, SPG Technologies will concentrate its operation in Perak and Northern Region.

[1] http://www.universitipts.com/index.php/site/comments/penerbit_rompak_sekolah/
[2] Interview with PTS Publication officer, Wangsa Melawati, Kuala Lumpur

1.5 Revenue Model

Table 1.1: Revenue Model

Services	**User**	**Price (1 Month)**
Portal Service	School (Library, Teacher, Student)	RM 3.00 (1 Year)
Portal Service	Publisher	RM 100.00
Portal Service	Author	RM 50.00
Advertisement	Publisher	RM 100.00
Advertisement	Author	RM 50.00

- School
    - Each student will be charged RM 3 for 1 year. There are approximately 5,000,000 school students in Malaysia. SPG Technologies estimates that there are 500 students per school.
    - For the first year we target that the system will be implemented in 118 schools or 2% of the total 5883 schools, where suitable equipment can run My Library Portal. The revenue is expected to be 59,000 x RM 3.00 = RM 177,000.

- Publisher
    - Publisher will be charged according to the subscription. They need to pay RM 100.00 for a year time fees.
    - RM 100.00 for one month advertisement

      (Refer to table 16)
- Author
    - RM 50.00 for 1year subscription.
    - RM 50.00 for one month product advertisement.

      (Refer to table 16)

1.6 Operational Setup

Table 1.2: Operational Setup

ITEM	TOTAL
A) START-UP COST	
Shop Deposit	4,500.00
Utility Deposit	1,500.00
Company Registration	100
License	300
Lawyer Fee	1,400.00
B) FIXED COST	
Furniture	10,000.00
Pc & Laptop	14,199.00
Server	7,187.00
Printer & Fax Machine	788
Network Setup	350
Software Application	9,478.00
Renovation & Electrical	7,000.00
C) ROUTINE/VARIABLE COST	
Launching	1,500.00
Marketing Tool	4,000.00
Salary & Manager Allowances *2	6,000.00
Salary & Staff Allowances *2	24,800.00
Rental *2	3,000.00
Telephone *2	400

Streamyx *2	120
Web Hosting	10
Entertainments *2	1,200.00
Electrical & Water *2	400
KWSP & SOCSO *2	3,712.50
Stationary	300
Transport	500
TOTAL INVESTMENT COST	**102,744.50**

1.7 Long Term Goals of company

- One stop center for schools, student, teacher, publisher and book author.
- To be an authorized vendor in such products for the Ministry of Education and other education type of systems.
- SPG will enhance the services in My Library Portal; download e-book.

1.8 Market & Competitors Information

1.8.1 Market

So far there is no such system that is similar to My Library Portal. The market is very vast to be explored. The nearest similar services or system to our innovative product will be shown in the figure below. In addition, we had conducted interview sessions with library teachers in schools in Perak Tengah District. This can show us the feasibility of My Library Portal. In the interview sessions, there are some questions related that we attached as appendices. We are using the sequence of Blue Ocean Strategy as our basis in creating the survey questions to the users[3]. Those schools that have been in our surveys are Sek Keb Belanja, Parit, Sek. Keb. Parit, Sek. Men. Keb. Layang-layang Kiri, Sek. Keb. Pasir Gajah, Sek. Rendah Keb. Iskandar Shah, Sek. Keb. Teluk

[3]http://www.ideo-life.com/workingwomen/wp-content/uploads/2009/03/sequence-of-bos.jpg

Perang, Sek. Men. Keb. Bandar Baru Seri Manjung, Sek. Men Iskandar Shah, Sek. Ren. Keb. Seri Manjung.

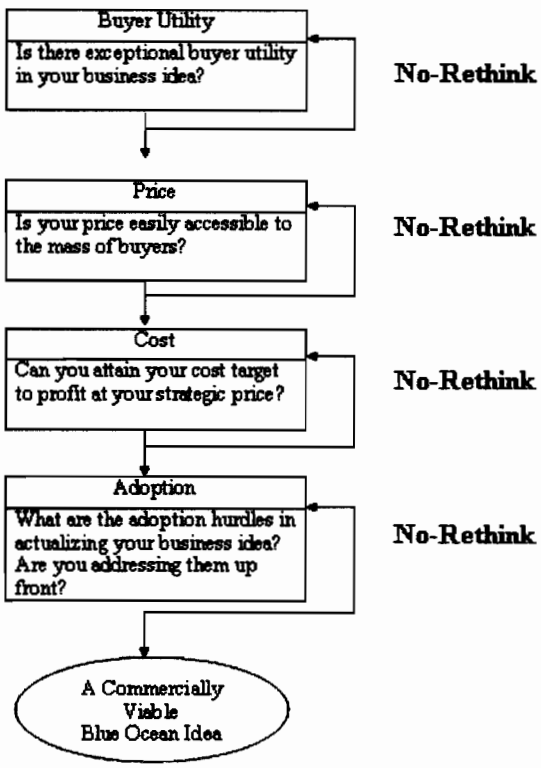

Figure 1.4: The sequence of Blue-Ocean Strategy[4]

Question 1; is there a compelling reason for the mass of people to buy it?

Teacher Perspective: The overall interview results were positive as in the figure. From ten teachers from ten schools in Perak Tengah and Manjung District, all of them agreed that My Library Portal be in the market. They agreed that this system will help tremendously and can increase the desire of student to read and record their reading. Although, this is a simple survey, but it has indicated that there is an exceptional buyer utility in our business idea. The result is as shown in Chart 2-1.

[4] http://stratstars.pbworks.com/f/BO%20W1.jpg

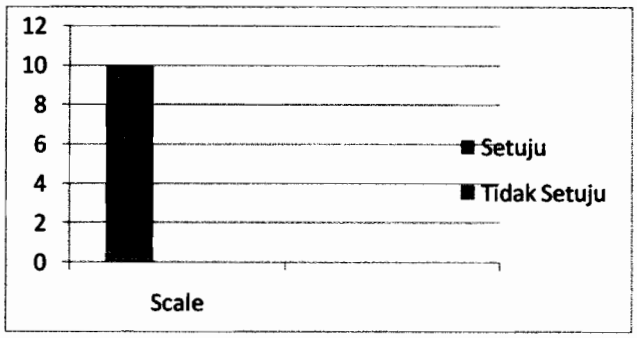

Figure 5: My Library Portal Acceptance in Interview with Schools

Question 2; is your offering price attractive to the mass of target buyers so that they have a compelling ability to pay your offering?

Teacher Perspective: As pricing is a most considerable factor on signing up our program, the survey also indicates that 7 respondents suggest that students are willing to pay RM 3 per year while another 3 teachers suggest RM2 per year for each student. According to the teachers, relatively each student spent RM 2.10 by which it is the cost of three NILAM record books (1 book = RM 0.70) so there should not be a big problem for them to pay this amount of money from their experience.

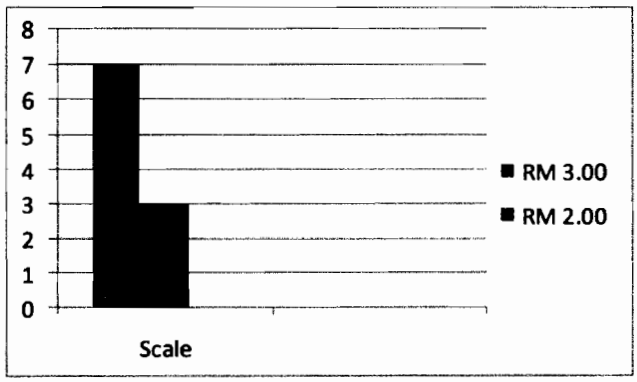

Figure 6: My Library Portal Charge's Rate

1.8.2 Competitors

Currently there is no such system similar to My Library Portal. So there are no direct competitors to us right now as long as we are able to grab the chance and convince the authorities. We will provide the system and the maintenance services with a very affordable fees for the schools, where RM 3 for each student annually. But indirectly, there are other service provider and developers such as established software house but in this particular area (system) there is no rival.

Table 1.3: Rivals

Competitors	**Product or Services**
http://**rakannilam**.dapat.com	A Rakan NILAM portal where students can interact with other students and share their NILAM's information such as books synopsis recorded. The information can be shared through web site, e-mail, MMS, SMS. It is more accurate known as a community portal.
http://www.ekutubkhanah.com	A library management system that utilizes sound bar code reader to read the ISBN code on the book without using keyboard and mouse.

Stand Alone system	It has been used in 400 school libraries in Malaysia. There are few other library management systems which are not web based type.

My Library portal is a portal for education community (student, teacher, and library) and for external/industry such as book publisher and author. It is a combination of library books management system, NILAM management system and community portal for all the users. For industry users, they can use My Library Portal as a tool to analyze the trend of reading among users (student) and as a hub to advertise their product. While in the market there are other similar services such as website http://**rakannilam**.dapat.com. It is a portal that allow user (student) to interact among themselves and share information such as book synopsis but it is excluding teachers and libraries role as NILAM program should be run conventionally.

1.9 Strength & Weaknesses or SWOT

Table 1.4: Strength and weakness

Product	Strength	Weakness
My Library Portal	1) Combination of library book management system, community portal among members (students, teachers and other users), advertisement platform. 2) Good management team. 3) Positive feed back 4) Web Based 5) Suitable price	1) Lack of funding 2) Alert and notification only through web site and e-mail.
rakannilam.dapat.com	1) Alert and notification through e-mail, SMS, MMS and web site. 2) Web Based	1) Merely a community portal for students.
www.ekutubkhanah.com	1) Well established 2) Audio bar code scanning system without keyboard and mouse device.	1) Just a library book management system. 2) Not *web based* 3) Quite expensive the price range is between RM 3000.00 to RM 4000.00

From the Strength and Weakness table above, we can make comparison among My Library Portal and other competitors in various aspects. The main aspects that are being focused here are the strengths of My Library Portal system compare to other rivals and the suitable price that come with it.

CHAPTER TWO

EMPLOYMENT OF KNOWLEDGE WORKER

Knowledge workers are very important to SPG Technologies. The company had a strategic plan about management team, management strategy, organization and responsibility and had plan training sessions for our workers to enhance their skills and knowledge. It is obvious that human resources is the most important thing I any organization.

2.1 Management Team

1. Name : **Azmil Fahmy Abd Wahab**

   : **Manager**

   No.IC : 830306-08-5899

   Race : Malay

   Position : Company Director

   Qualification

   Diploma in Information Technology- Kolej Yayasan Pelajaran Mara

   Bsc.IT (Hons) (Software Engineering) UUM

   M.sc Technopreneurship-UUM

   Experience : Freelance web developer (3 years)

   Manager of SPG Technologies (1 year)

   Strength Executive of Business at Belajaya (M) Sdn. Bhd (1 year)

   : JAVA, C++, Oracle, PHP MySQL

2. Name : **Syahril Emran Mohd Nor**

:Partner

No.IC : 820223-08-5843

Race : Malay

Position : Company Director

Qualification

Diploma in Information Technology- Politeknik Seberang Perai

Bsc.IT (Hons) (Software Engineering) UUM

M.sc Technopreneurship UUM

Experience : Technician at Hospital Kulim, Kedah (1 year)

Freelance web developer (2 years)

Strength : C++, JAVA, Oracle

3. Name **:Mohd Amirul Helmi Ismail**

:Partner

No.IC : 830127-08-5113

Race : Malay

Position : Company Director

Qualification

Bsc.Multimedia Technology (Hons) UUM

M.sc Technopreneurship UUM

Experience : Freelance web developer (3 years)

Head of Multimedia Department at Jabatan Teknologi dan Media, UUM (2 years)

Strength : Adobe Photoshop, Macromedia Dream Weaver, Adobe Flash MX, Photography

SPG Technologies has arranges the responsibilities of each staff as follows:

2.1.1 Manager

Manager has roles in all aspects such as business process, technical, marketing and financial. Some of the responsibilities are:

- Make the policies of the company with concentrating in business management to ensure the effectiveness of company operation.
- Responsible to make decision effectively, accurately, and fast in the aspect of company's future.
- Make decision for the company's objectives and reliable marketing strategies.
- Makes draft for operations and how to achieve business target by creating good marketing strategies.

2.1.2 Programmer

Programmer responsibilities are in technical aspects of the system. They are responsible in:

- Developing the system
- Maintaining the system operation.
- Troubleshooting the errors or damages

- Controlling the quality of the system
- Managing the databases

2.1.3 Clerk

Help office management works such as typing documents and other office management's aspects.

2.1.4 Accountant

Some of the accountant responsibilities are:-

- Update the financial status of the company from time to time.
- Control and observe the salary payment and other business expenses.
- Control the assets to ensure it is sufficient.
- Make decision along with manager in setting up the service or product price.

2.1.5 Marketing Executive

Market the products and services. They also must explore the new market and opportunities for company to get the sustainable growth.

2.2 Organizational Structure

2.2.1 Organization Chart

SPG Technologies has its organization structure in both management and technical aspects as a business entity. As a whole, its organization structure is shown as below.

SPG Technologies

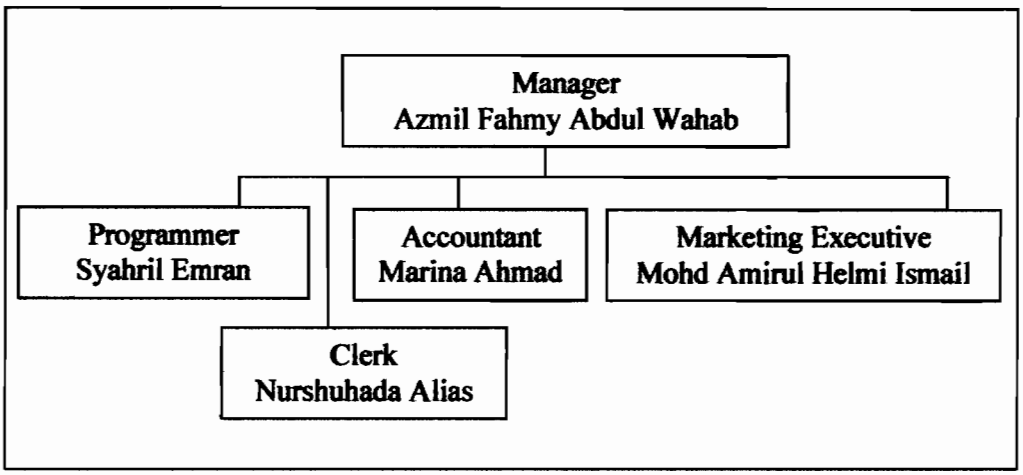

Figure 2.1: Organization Chart

2.3 Human Resource Plan

Our projection is to increase our technical staff yearly if the My Library Portal system if well received in the market. The increment amount of technical workers is at least 2 people a year. For non-technical worker the increment is lower than technical worker.

2.3.1 Training

Training will only be given for technical workers as the web based technology advances greatly and this is an additional opportunity for us. Management staff will be sent to short courses based on their training needs. These training will be upon the company's need and will be done phase by phase upon the manager's decision and currently SPG Technologies is lucky because we are under MARA's supervision and granted free training and courses from them such as Latihan Pembangunan Usahawan MARA (LPU- MARA).

CHAPTER THREE

PRODUCT DESCRIPTION

My Library Portal is the most advanced portal system in the scope of library and book yet, designed to support the new era of the nation's education and books industry. Aremu, Mukayla Ayanda and Saka, Hammed Taiwo state [2], "The effectiveness of management of library information is accomplished by a combination of basic management functions, rolls and skills. The fundamental structural change cause by information technologies not only affects the technical services of libraries but also shapes the library services that are being offered to the public. Library is possibly with a much more dangerous kind of competition than the one customary among direct competitors: the substitution competition caused by new information technologies". With My Library Portal, users can manage information while having interesting experiences and applications. My Library Portal also helps to increase business value.

3.1 Product Overview

My Library Portal is a web based system that manages to handle operation in order to record and manage NILAM program computerizes, efficiently and e-library system in one application. Nigel Bevan [3] states that, "Web site development should be user-centered, evaluating the evolving design against user requirements'. So we are focusing to the users in developing the system. It will be as the one stop center for users such as teacher, student, library, publisher and author interacts among them. The system allow students to record their reading in the easy way, they can key-in all

the particulars such as book's volume, author, publisher and synopsis in the system anywhere via internet. Nowadays, most school has computer labs or 'Pusat Akses'. The system offers benefits to teachers, students, library, author and publisher as well as the public for a long term. Teacher can revise and check the student's record efficiently. Teacher will take role as the admin where they can add, delete and manage the student's account. They will also approve the records. The system additionally will benefit the publisher and author society via advertisement and good relation created with schools community. Currently, the system is inefficient where the students borrow books from library, read and record all the particulars in record books manually. Then, the books will be collected by NILAM's teacher to be reviewed and approved by library teacher.

3.2 Customer Value Proposition (Problem Statement)

User can be defining into five parties; library, student, teacher, author and publisher. Use the same way but different method and capabilities.

- The Innovation (The uniqueness/ originality of idea)
  - My Library Portal is a new service. Currently there are no such things like this has been used in schools all over Malaysia. This system can be the enhancement from the current manual method. The uniqueness of this system is the user can key in and update or approve data anywhere and anytime.

- product or services
  - My Library Portal creates a new virtual intermediary that offers benefits for library, student, and teacher. For the library they should result in effective inventory management, student can key in the information smarter and teacher can approve the student record even more easily.

We can classify value proposition based on their level:

1. Teacher

   They can do the record approval easily anywhere and anytime.

2. Student

   Book recording is easier now and more fun.

3. Author
   - They can advertise their product
   - They can know the market reading trend

4. Publisher
   - They can do advertisement via My Library Portal
   - They can boost up their sales
   - They can make good relation with schools

5. Librarian
   - Their jobs become easier now.
   - Record management is more efficient

3.3 Objectives

SPG will follow few concise strategies to achieve the desired growth. SPG will build customized versions of our standard products, providing more value for specific group of customers next time. We will develop a strong marketing infrastructure and get along with the Ministry Of Education officers, test it with users and enable to prove My Library Portal's capabilities. This will be the key for us to get our products out in the market. We will also promote the do-it-yourself concept to end users. Lastly, SPG will focus on follow-up technology which is more appropriate for the users and give the best maintenance services.

3.4 Scope of the Product

My Library Portal will be the "Pilot Project" with similar capabilities. The product includes: My Library Portal system setup, server and maintenance after sales.

3.5 Uniqueness of the Product (Includes product comparison with other similar products in the market)

There is no other systems in the market equal to My Library Portal. Instead of conventional method that uses books, My Library Portal is totally online. It is far more efficient and can help to seed the interest among students and help to increase the IT literacy rate in Malaysia too. In terms of other systems, My Library portal is the only one that has all those three important elements; NILAM system, Library Management System and Community Portal.

Figure 3.1: Current NILAM record book

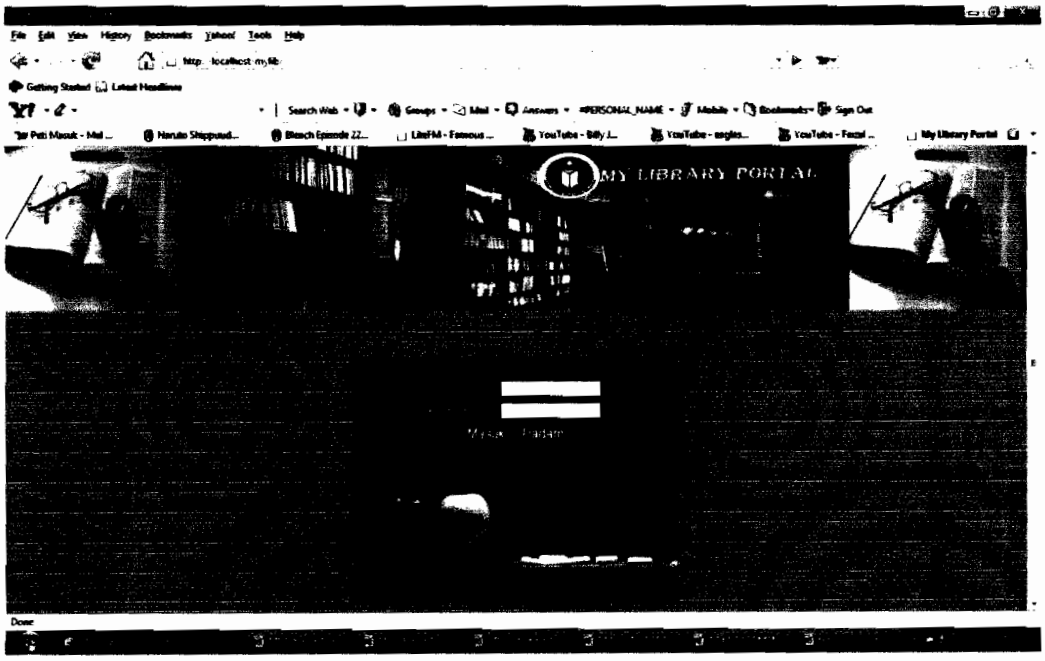

Figure 3.2: My Library Portal Interface

3.6 Target User

My Library Portal will be targeting to the school all over Malaysia both primary and secondary. This system can help these people to enhance the recording process and the campaign itself. According to year 2007 statistic, there are 7643 primary schools and 2163 secondary schools all over Malaysia. The average of each primary school students are 350 and 800 for secondary. Overall Malaysia there is about 5,000,000 school students. For the time being, over 60% from the schools are already equipped with complete computer labs or if not with Pusat Akses with internet connection. This will help a lot with the growth of the campaign. Other potential parties are books author and publisher. As we know those parties are dependent on each other. Publishers and authors are mostly relying on schools to market their products. We can help them to boost up their business and promote their products via My Library Portal to all over Malaysia. The market is very vast to be explored significantly as the growing computerizes concern.

3.7 Product Features

The ability to translate features of a product or service into benefits to a customer or client is essential. The features of My Library Portal can be grouped into a few aspects:

- My Library Portal is a web based system that manages to handle operation in order to record and manage NILAM program computerizes, efficiently and e-library system in one application.

- It will be as the one stop center for users such as teacher, student, library, publisher and author interacts among them.
- The system allow students to record their reading in the easy way, they can key-in all the particulars such as book's volume, author, publisher and synopsis in the system anywhere via internet.
- Teacher can revise and check the student's record efficiently. Teacher will take role as the admin where they can add, delete and manage the student's account.
- Book publisher and author can view the reading trend and analyze it and promote their product more efficiently.

3.7.1 Product Description

In this section, some of the functionalities and the manual for the users will be shown.

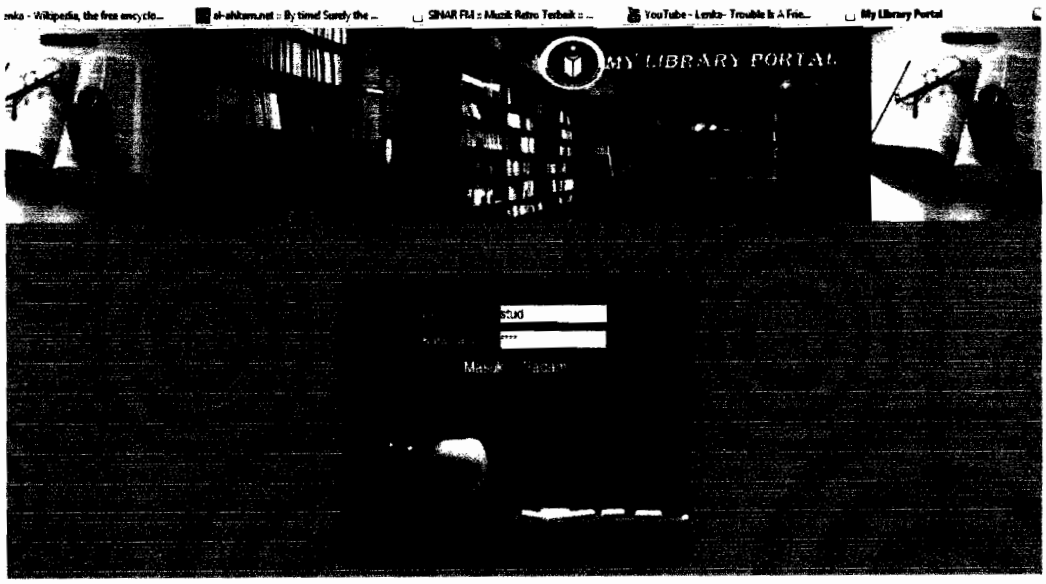

Figure 3.3: Log In for all users

This is the first page where users must insert the ID and the password to access the system. ID and password can be retrieved when users register by click the 'Daftar Pengguna' hyperlink.

(Student)

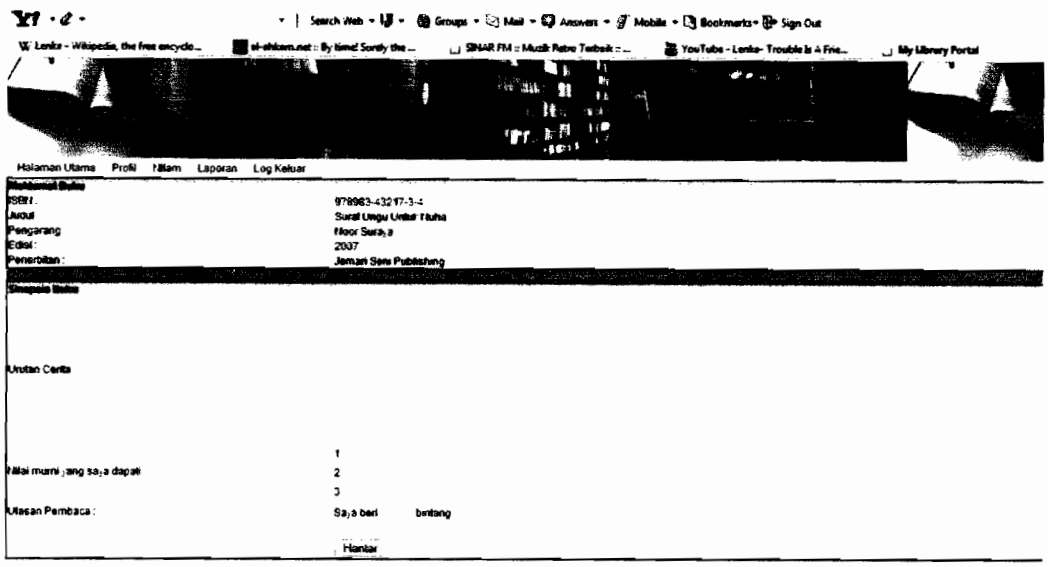

Figure 3.4: Book Synopsis

This is the interface that student use to key in all the information about a book synopsis. After filling all the fields here, students must click the 'Hantar' button and the synopsis will be reviewed by the teacher.

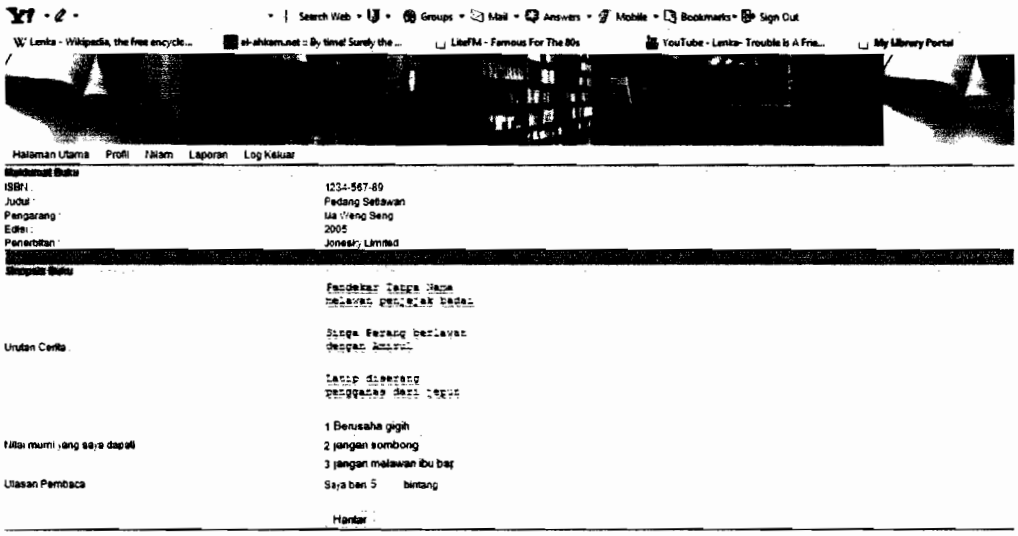

Figure 3.5: Update Book Synopsis

In this page student can update the synopsis that they have made before from the list in the previous page but with a condition; teacher have not approve the synopsis yet.

(Teacher)

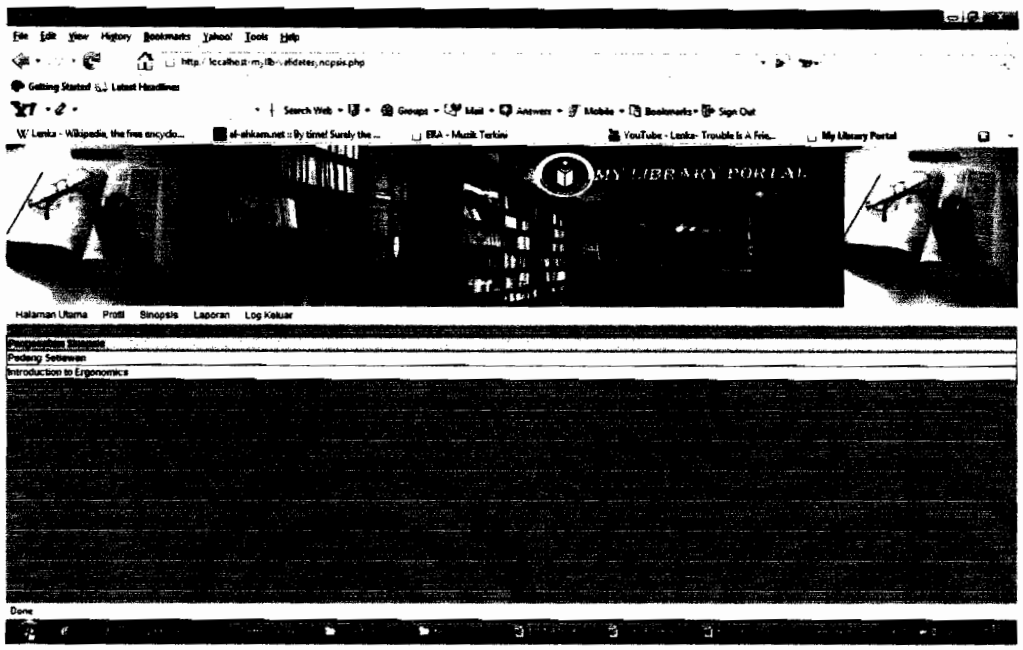

Figure 3.6: Teacher List of Synopsis

This is the page where user (teacher) can approve all the books that have been read by student. In previous page, teacher clicks the book title to be redirected to this page. Here, after satisfied with the student's record process, teacher can click the 'Sah' button to approve the record.

Our Service

This is a new initiative by combining a few elements such as NILAM record management application, Library management, education and books industry community portal and advertising elements. With all the elements, we believe that it can help many parties especially Ministry of Education, Students,

Teacher, Schools, Librarians, Book Publisher and Author.

Our Strategy

We are implementing Blue Ocean Strategy whereby we try to cut costs down while simultaneously driving value up for buyers. In other words, we are obtaining low-cost leadership and differentiation strategy simultaneously. The difference of the current strategy being used in the same industry, Red Ocean Strategy

First of all, in the market there is no such product like My Library Portal. The most similar is http://**rakannilam**.dapat.com which is solely a portal for student to share their NILAM information. Another one is http://www.ekutubkhanah.com, which is a library management system. But My Library Portal is a combination of both these features plus a few other unique benefits that we will discuss in this business plan.

Table 3.1: Red Ocean and Blue Ocean Strategy comparison[5]

Red Ocean Strategy	**Blue Ocean Strategy**
Compete in existing market space.	Create uncontested market space.
Beat the competition.	Make the competition irrelevant.
Exploit existing demand.	Create and capture new demand.
Make the value-cost trade-off.	Break the value-cost-trade-off.
Align the whole system of a firm's activities with its strategic choice of differentiation or low cost.	Align the whole system of a firm's activities in pursuit of differentiation and low cost.

[5] http://www.vectorstudy.com/management_theories/img/blue.jpg

Our Value Creation

With the services provided by My Library Portal, we hope that we are able to help the government to boost up NILAM campaign and make it as an educational hub in term of library and book industry.

3.8 Product Limitations

Limitations for My Library Portal are it is an online system that needs to be done via internet connection. This brings us into consequences such as users need to have internet facilities and the coverage of the system is narrowing into a smaller scale of coverage instead of conventional method. As we know Malaysian are still not well equipped with those kinds of equipments.

3.9 Development Tools

Currently My Library Portal is in the prototype phase. The prototype has been demonstrated to a few schools mentioned above.

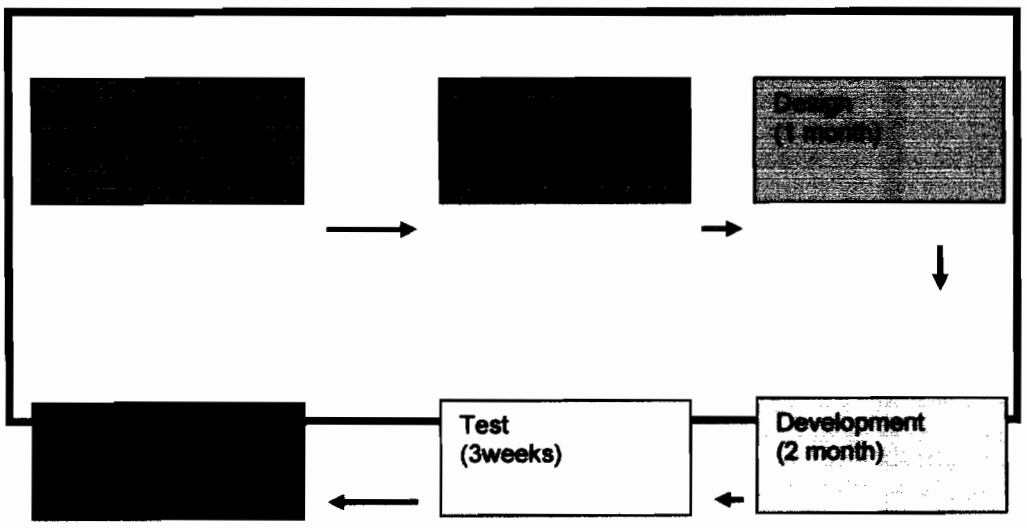

Figure 3.6: Project timeline

Web base development tools:

PHP: (PHP Hypertext Preprocessor) A scripting language used to create dynamic Web pages. With syntax from C, Java and Perl, PHP code is embedded within HTML pages for server side execution. It is commonly used to extract data out of a database and present it on the Web page. NT/2000 and Unix Web servers support the language, and it is widely used with the mySQL database. PHP was originally known as "Personal Home Page.

MySQL: A very popular open source, relational DBMS for both Web and embedded applications from MySQL AB, Uppsala, Sweden www.mysql.com, which was acquired by Sun in 2008. Pronounced "my S-Q-L," it runs under Linux/Unix, Windows and Mac. The free MySQL Community Edition is available under the GNU license, and more than 100 million copies have been downloaded worldwide. MySQL Enterprise is the more comprehensive, paid version.

Adobe Dreamweaver: A comprehensive Web site authoring program for Windows and Mac from Adobe. Dreamweaver is a sophisticated authoring package that is noted for many advanced features. For example, site designers can seamlessly move back and forth between visual and HTML modes. Dreamweaver was originally developed by Macromedia, which was acquired by Adobe in 2005

3.10 Hardware and Software Requirements

3.10.1 Hardware Requirements

a) 2 set Computer

Computer Dell™ Inspiron™ 530

b) Laptop 1 set

Model: DELL Inspiron 2520

c) Server

Model Server: Intel SR1500ALR

d) UPS system

Smart-UPS 750VA USB & Serial 230V

e) Printer

Model Printer: Dell™ 948 Wireless All-in-One Printer

f) Fax

Model Fax: Canon FAXPHONE L80 Plain Paper Laser

g) Switch

Model: D Link Unmanaged Smart 8 Port Gigabyte Switch

c) Cable

10 meter (1 meter = RM 7 + clip)

3.10.2 Software Requirements

- Programming software PHP
- Dr Web Anti-Virus, Anti-Spy ware + Anti-Spam Retail Pack
- Microsoft SQL 2005 Server – 5 CAL

CHAPTER FOUR

MARKETING PROGRAM

4.1 Marketing Overview

This section describes how the sales projections RM100K that we are making in our financials will be attained in terms of positioning, marketing activities and promotional campaigns. This section is actually a representation of the overall content of our more detailed marketing plan, only in a much more condensed fashion.

4.2 Marketing Plans

1. Pricing strategy

- Our product is a web based system. We charge the system for the amount of student using it. For example, a school has 700 students, which mean RM 2100.00 will be charged every year for that school.
- From competitor's price. For example *e-kutub khanah* system is RM 3850.00 or RM 3272.00 after discount for a school annually[6]. But My Library Portal is less than that and accordingly to the amount of students and has more benefit.

[6] http://dzulkiflisr.sm.kita.net.my/admin/Image/Pusat%20Sumber/7.%20Laporan%20%20PSS.pdf

2. Promotional strategy

In order to make My Library Portal used all over Malaysia, promotion activities has been planned:

- **Collaboration with Ministry of Education.**

  This is the strategy to educate and make targeted customers aware of our services and our efforts via the partnership to boost up the campaign of reading among students. Currently, SPG Technologies is dealing with Jabatan Pelajaran Negeri Perak regarding the matters of advices and information gathering. We also get the permission to penetrate the schools in Perak through here.

- **Branding.**

  We believe brand is a tool in positioning our services in our customer mind. In this scenario, My Library Portal is a brand name and position as a company providing online library and book management in achieving the tagline "*Our Services, Your Needs*".

- **Have books/pamphlet published.**

  This is another big step towards creating the mind share of our targeted customers, mainly in the schools.

3. Place

Firstly, we are using conventional method to penetrate the market. Right now we are doing demos to schools. We have done demos in Perak at several schools nearby our office in Bandar Baru Seri Manjung. The first phase is in Manjung and Perak tengah district. For the moment we will operate at Blok T-5, Fasa 1C, Jalan SM1C, Bandar Baru Seri Manjung, 32040, Sitiawan, Perak. We are concentrating our first phase in northern region of Malaysia.

4. Product

My Library Portal is a web based system that comprises of library book management system, NILAM management system and a community portal that can be use as advertisement platform for industry parties such as book publisher and author. This is the strength of My Library Portal where it is a one stop centre for those applications. The potential is very big especially for the school segment. For our product, instead of training provided, the manual of using the system for all users will be allocated in My Library Portal. SPG Technologies will always enhance the features of our product from time to time.

CHAPTER FIVE

FINANCIAL PROJECTIONS

5.1 Financial Overview

Project costs are support by two parties. There are personal equity with RM 7,800 and loan from MARA with RM 100,000.

Project cost: RM 102,744.50

- Personal equity: RM 7,800
- Loan : RM 100,000

5.2 Financial Plan

In this section thoroughly will be briefed about the financial aspects such as investment cost, profit and loss calculation, cost expenditure and other related supported documents.

5.2.1 Investment Cost of Project

Table 5.1: Investment Cost of Project

ITEM	TOTAL	OWNER	MARA
A) START-UP COST			
Shop Deposit	4,500.00	4,500.00	
Utility Deposit	1,500.00	1,500.00	
Company Registration	100	100	
License	300	300	
Lawyer Fee	1,400.00	1,400.00	
B) FIXED COST			
Furniture	10,000.00		10,000.00
Pc & Laptop	14,199.00		14,199.00
Server	7,187.00		7,187.00

Printer & Fax Machine	788		788
Network Setup	350		350
Software Application	9,478.00		9,478.00
Renovation & Electrical	7,000.00		7,000.00
C) ROUTINE/VARIABLE COST			
Launching	1,500.00		1,500.00
Marketing Tool	4,000.00		4,000.00
Salary & Manager Allowances *2	6,000.00		6,000.00
Salary & Staff Allowances *2	24,800.00		24,800.00
Rental *2	3,000.00		3,000.00
Telephone *2	400		400
Streamyx *2	120		120
Web Hosting	10		10
Entertainments *2	1,200.00		1,200.00
Electrical & Water *2	400		400
KWSP & SOCSO *2	3,712.50		3,712.50
Stationary	300		300
Transport	500		500
TOTAL INVESTMENT COST	**102744.5**	**7,800.00**	**94,944.50**

5.2.2 Fixed Cost Expenses

Table 5.2: Fix Cost Expense

Asset	Price
Furniture & Office Equipment	**RM10,000**
Furniture	
• Table x 4	
• Chair x 8	
• Client's Table x 2	
• Sofa + Small Table x 1	
• Cabinet file x 2	
• Racks x 6	
• Office Equipment	
• writing tools	
TOTAL NEEDS	**RM10,000**
ASSET NEEDED EXPENDITURE	
Computer 2 set (Perfect package)	RM14,199
• HP Touch Smart IQ804t Series	
• Market Price RM 6079.00	
Laptop 1 set	
• HP Pavilion dv5t series	

- Market Price RM 2,040

Server + UPS system (Uninterruptible Power Supply) RM7,187

Server

- Model Server: Intel SR1500ALR
- Market Price RM 6380

UPS system

- Dell Smart-UPS 750VA USB & Serial 230V
- Market Price RM 807.00

Printer + fax machine

printer

- Model Printer: DellTM 948 Wireless All-in-One Printer
- Market Price:RM549

Fax machine

- Fax: Canon FAXPHONE L80 Plain Paper Laser
- Market Price RM 239

Network setup (cable + switch) RM350

Switch

- Model: D Link Unmanaged Smart 8 Port Gigabyte Switch
- Market Price RM 280

Cable

- 10 meter (1 meter = RM 7 + clip)
- Market Price RM70

Software RM9,478

- Programming software PHP
  - Market Price RM 2850
- Dr Web Anti-Virus, Anti-Spy ware + Anti-Spam Retail Pack
  - Market Price RM 148
- Microsoft SQL 2005 Server – 5 CAL
  - Market Price 6480

Marketing Tools RM4,000

- Banner
- Sign Board
- Poster
- Domain

Office Electrical equipment & Renovation RM7,000

- Air conditioner
- Lighting
- Extension power socket

TOTAL **RM43,002**

TOTAL NEEDED **RM53,002**

5.2.3 Cash Flow

Table 5.3: Cash Flow

ITEM/MONTH	Pra Op	I	II	III	IV	V	VI	VII	VIII	X	XI	XII	YEAR I	YEAR II	YEAR III
SALES													-		
Capital	7,900.00												7,900.00		
My Library Portal		7,500.00	3,000.00	10,500.00	13,500.00	34,000.00	34,000.00	34,000.00	34,000.00	38,500.00	40,000.00	40,000.00	329,000.00	595,800.00	958,790.00
MARA		100,000.00											100,000.00		
TOTAL	7,900.00	107,500.00	3,000.00	10,500.00	13,500.00	34,000.00	34,000.00	34,000.00	34,000.00	38,500.00	40,000.00	40,000.00	436,900.00	595,800.00	958,790.00
EXPENSES															
FIXED COST (FIN)															
Shop Deposit	4,500.00												4,500.00		
Utilit Deposit	1,500.00												1,500.00		
Company Registration	100.00												100.00	100.00	100.00
License	300.00												300.00	300.00	300.00
Lawyer Fee	1,400.00												1,400.00		
FIXED ASSET													-		
Furniture		10,000.00											10,000.00		
Pc & Laptop		14,199.00											14,199.00		
Server		7,197.00											7,197.00		
Printer & Fax Machine		798.00											798.00		
Network Setup		350.00											350.00		
Software Application		9,478.00											9,478.00		
Renovation & Electrical		7,000.00											7,000.00		
C) ROUTINE CAPITAL													1,500.00		
Launching		1,500.00											4,000.00		
Marketing Tool		4,000.00											36,000.00	37,800.00	39,690.00
Salary & Manager Allowances		3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	36,000.00	37,800.00	39,690.00
Salary & Staff Allowances		12,400.00	12,400.00	12,400.00	12,400.00	12,400.00	12,400.00	12,400.00	12,400.00	12,400.00	12,400.00	12,400.00	148,800.00	171,120.00	179,676.00
Rental		1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	18,000.00	18,000.00	18,000.00
Telephone		200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00	2,520.00	2,646.00
Streaming		60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	720.00	756.00	793.80
Web Hosting		10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	120.00	126.00	132.30
Entertainment		600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	7,200.00	7,560.00	7,938.00
Electrical & Water		200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00	2,520.00	2,646.00
KWSP & SOCSO		1,856.25	1,856.25	1,856.25	1,856.25	1,856.25	1,856.25	1,856.25	1,856.25	1,856.25	1,856.25	1,856.25	22,275.00	23,388.75	24,558.19
Stationary		300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	3,600.00	3,780.00	3,969.00
Transport		500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6,000.00	6,300.00	6,615.00
Interest Rate		333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	333.33	4,000.00	4,000.00	4,000.00
Ansurance Loan					1,666.67	1,666.67	1,666.67	1,666.67	1,666.67	1,666.67	1,666.67	1,666.67	15,000.00	20,000.00	20,000.00
TOTAL EXPENSES	7,900.00	75,461.58	20,958.58	20,958.58	22,626.25	22,626.25	22,626.25	22,626.25	22,626.25	22,626.25	22,626.25	22,626.25	328,817.00	298,270.75	311,064.29
Profit/Loss	-	32,038.42	(11959.58)	(10,459.58)	(9,126.25)	11,373.75	11,373.75	11,373.75	11,373.75	15,873.75	17,373.75	17,373.75	107,983.00	297,529.25	547,725.71
Balance P/L		-	32,038.42	20,078.83	9,619.25	493.00	11,866.75	34,614.25	45,988.00	57,361.75	73,235.50	90,609.25	-	107,983.00	395,512.25
Balance forward		32,038.42	20,078.83	9,619.25	493.00	11,866.75	23,240.50	45,988.00	57,361.75	73,235.50	90,609.25	107,983.00	107,983.00	395,512.25	943,237.96

5.2.4 Profit and Loss

Table 5.4: Profit and Loss

SPG Technologies

PROFIT/LOSS FOR 3 YEAR

ITEM/YEAR	1	2	3
Sales	329,000.00	585,800.00	858,790.00
Gross Profit	329,000.00	585,800.00	858,790.00
(-) Operation Expenses			
Company registration	100.00	100.00	100.00
License	300.00	300.00	300.00
Lawyer fee	1,400.00		
Launching	1,500.00		
Marketing Tools	4,000.00		
Salary & Manager Allowance	36,000.00	37,800.00	39,690.00
Salary & Staff Allowance	148,800.00	171,120.00	179,676.00
Rental	18,000.00	18,000.00	18,000.00
Telephone	2,400.00	2,520.00	2,646.00
Streamyx	720.00	756.00	793.80
Web Hosting	120.00	126.00	132.30
Entertainment	7,200.00	7,560.00	7,938.00
Electrical & water	2,400.00	2,520.00	2,646.00
KWSP & SOCSO	22,275.00	23,388.75	24,558.19
Stationary	3,600.00	3,780.00	3,969.00
Transport	6,000.00	6,300.00	6,615.00

Interest	4,000.00	4,000.00	4,000.00
Depreciation:			
Furniture	1,000.00	1,000.00	1,000.00
Pc & Laptop	7,099.50	7,099.50	
Server	3,593.50	3,593.50	
Printer & Fax Machine	394.00	394.00	
Network Setup	52.50	52.50	52.50
Software Application	4,739.00	4,739.00	
Renovation & Electrical	700.00	700.00	700.00
Total	276,393.50	295,849.25	292,816.79
Net Profit	52,606.50	289,950.75	565,973.21
Profit forward	-	52,606.50	342,557.25
Accumulate Profit	52,606.50	342,557.25	908,530.46

5.2.5 Balance Sheet

Table 5.5: Balance Sheet Year 1

	SPG Technologies		
FIXED ASSET	**COST**	**ACC. DEP.**	**NET VALUE**
Furniture	10,000.00	1,000.00	9,000.00
Pc & Laptop	14,199.00	7,099.50	7,099.50
Server	7,187.00	3,593.50	3,593.50
Printer & Fax Machine	788.00	394.00	394.00
Network Setup	350.00	52.50	297.50
Software Application	9,478.00	4,739.00	4,739.00
Renovation & Electrical	7,000.00	700.00	6,300.00

	49,002.00	**17,578.50**	**31,423.50**
CURRENT ASSET			
Cash/Bank	107,983.00		
Last Stock			
Variance Deposit	6,000.00	113,983.00	
(-) CURRENT LIABILITY			
Debtor		-	
			113,983.00
Total net asset			**145,406.50**
Equity			
Capital		7,800.00	
Current profit		52,606.50	
Acc. Profit		-	60,406.50
Long term liability			
Loan		100,000.00	
(-) Assurance payment		(15000)	85,000.00
			145,406.50

Table 5.6: Balance Sheet Year 2

	SPG Technologies		
FIXED ASSET	**COST**	**ACC. DEP.**	**NET VALUE**
Furniture	10,000.00	2,000.00	8,000.00
Pc & Laptop	14,199.00	14,199.00	-
Server	7,187.00	7,187.00	-
Printer & Fax Machine	788.00	788.00	-
Network Setup	350.00	105.00	245.00
Software Application	9,478.00	9,478.00	-
Renovation & Electrical	7,000.00	1,400.00	5,600.00
	49,002.00	35,157.00	13,845.00
CURRENT ASSET			
Cash/Bank	395,512.25		
Last Stock			
Variance Deposit	6,000.00	401,512.25	
(-) CURRENT LIABILITY			
Debtor		-	
			401,512.25
Total net asset			415,357.25
Equity			
Capital		7,800.00	

Current profit		289,950.75	
Acc. Profit		52,606.50	350,357.25
Long term liability			
Loan		100,000.00	
(-) Assurance payment		(35000)	65,000.00
			415,357.25

Table 5.7: Balance Sheet Year 3

	SPG Technologies		
FIXED ASSET	**COST**	**ACC. DEP.**	**NET VALUE**
Furniture	10,000.00	3,000.00	7,000.00
Pc & Laptop	14,199.00	14,199.00	-
Server	7,187.00	7,187.00	-
Printer & Fax Machine	788.00	788.00	-
Network Setup	350.00	157.50	192.50
Software Application	9,478.00	9,478.00	-
Renovation & Electrical	7,000.00	2,100.00	4,900.00
	49,002.00	36,909.50	12,092.50
CURRENT ASSET			
Cash/Bank	943,237.96		
Last Stock			
Variance Deposit	6,000.00	949,237.96	

(-) CURRENT LAIBILITY			
Debtor		-	
			949,237.96
Total net asset			961,330.46
Equity			
Capital		**7,800.00**	
Current profit		565,973.21	
Acc. Profit		**342,557.25**	**916,330.46**
Long term liability			
Loan		100,000.00	
(-) Assurance payment		**(55000)**	**45,000.00**
			961,330.46

5.2.6 Service Forecast Revenue

Table 5.8: Service Forecast Revenue

Service	Year 1 (RM)	Year 2 (RM)	Year 3 (RM)	User
Portal Service (Subscribe)	118 schools * average 500 students =147,000 students 147,000 * RM 3 = RM 177,000	236 schools RM 354,000	354 schools RM 531,000	School
Portal Service (Subscribe)	150 authors * RM 50= RM 7500 * months = RM 60,000	300 authors RM 120,000	450 authors RM 180,000	Author
Advertisement	20 publisher * RM 100 = 2000*8 months = RM 16000	RM 16,800	RM 17,640	Publisher
Advertisement	150 authors * RM 50= RM 7500 * 8 months = RM 60,000	RM 63,000	RM 66,150	Author
Total	**RM 329,000**	**RM 585,800**	**RM 858,790**	

**** Notes:**

- **For portal service the assumption is the client will re-subscribe the service.**
- **While for the advertisement the increment is 5% yearly.**

CHAPTER SIX

CONCLUSIONS AND SUGGESTIONS.

SPG Technologies is a hundred percent bumiputera's company. This company runs as sole-proprietor type of business. SPG Technologies has already been in the industry for almost 2 years and has many experiences in IT web-based system and services and planning to venture in other web-based product by software named My Library Portal. The initiatives started when SPG was dealing with schools and teachers in various jobs and we have got many suggestions to set up a similar kind of system.

SPG Technologies will do the development, management, sales and marketing and provide support services to our clients. SPG will sell the software to client and get income through subscriptions. My Library Portal is a system for our clients that; (a) contain functionalities to manage NILAM's book record management; (b) provide a complete Library Management System; (c) Community portal among our clients to interact among them; (d) a tool for business parties to monitor the market trend in the book industry. The technologies used to build this software are internet base and client server base.

The potential of the system is immense as the new trend of reading in Malaysian society but there are some gaps that need to be fulfilled. I believe that my product can help the government to encourage the reading culture among students/Malaysian and at the same time increase ICT literacy rate in Malaysia.

To make sure the success, SPG Technologies had plan management team,

management strategies, organization, responsibility and had plan training for their workers to enhance their skills and knowledge. We had planned various programs and hope to capture the market aggressively and successfully. My Library Portal is targeted to be the leader in the field of reading material support system in Malaysia. SPG is very confident that it can create and grab those opportunities in this matter.

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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)

AZMIL FAHMY BIN ABD WAHAB
(89662)

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)

SPG Technologies Enterprise
(No.Pendaftaran Syarikat AS0302456-P)

Syarikat tersebut telah mencapai jualan perniagaan RM 320,259.82 sejak Februari 2008 hingga Mac 2009.
The company has achieve business sales worth RM 320,259.82 since February 2008 Until March 2009.

Nama Auditor
Auditor Name :

Tandatangan & Cop Syarikat :

ASSOC. PROF. DR. CHEK DERASHID.
Chairman
Finance & Business Development
ITU-UUM AIP COE
For Rural ICT Development
Information Technology Building
Universiti Utara Malaysia

Tarikh
Date : 30/8/2009

SPG Technologies

R.O.F Registered 2008

AS0302456-P

Annual Report

2008/2009

SYAHRIL EMRAN BIN MOHD NOR

AZMIL FAHMY BIN ABD WAHAB

MOHD AMIRUL HELMI BIN ISMAIL

Technopreneur Inkubator MARA,Bangunan Kolej Sastera & Sains
Universiti Utara Malaysia,06010,Sintok.Kedah Darul Aman
Showroom
Lot 118 Level 2,Varsity Mall Shopping Complex
Universiti Utara Malaysia,06010
Sintok,Kedah Darul Aman
Website: http://www.redsyntax.net
Email I: admin@redsyntax.net
Talk2us: +6019 4122009/+6019 2681590/+6019 2282526

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Company Board	64
Organization Structure	65
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Company Background

SPG Technologies Enterprise has been registered since 14 February 2008 and is a partnership type of business. This company involved in Multimedia development and Information Communication Technology (ICT) since February 2008. It is a hundred percent Bumiputra-owned Company managed by a dedicated team of experienced professionals in the areas of system engineering and multimedia content.

SPG Technologies Enterprise currently operates at Lot 118, varsitymall, Universiti Utara Malaysia, 06010, Sintok, Kedah Darul Aman. As a company based on information technology, SPG Technologies is involved in computer equipment supply and sells, computer and printer maintenance and software system development and multimedia design. Although newly officially registered, this business is initiated by part time over 1 year ago by owners. This proprietor has rather over 8 years experience in information technology.

OUR VALUE

- *Attitude*: Positive attitude towards delivering our services to our clients.
- *Teamwork*: We share and together driving towards the same goals, objectives and direction.
- *Enthusiasm*: It symbolizes excitement and passion. In everything we do, we first deliver enthusiasm.
- *Creativity*: We create and deliver the best solutions for all.
- *Continuous Improvement*: We emphasize on '*learn it together, grow it together*'.

COMPANY INFORMATION :

Company Name	:	SPG Technologies Enterprise
Registered Address	:	694 Lorong Kuda Kepang 1, Taman Ria Jaya, 08000 Sungai Petani, Kedah Darul Aman.
Operational Address	:	lot 118, Varsitymall, University Utara Malysia, 06010, Sintok, Kedah
Business activity	:	Computer repair, telecommunication, training service, software development, hardware supplier, internet, multimedia, printing, photography, network.
Type of Business	:	Partnership
Starting Capital	:	RM 1500.00
Developing capital	:	RM 6120.00
Contact Number	:	019 2282526
Business Registered No	:	AS0302456-P
Registered Date	:	13 February 2008
Asset	:	RM 4709.00
Operational Bank	:	Bank Islam Berhad Cawangan Sintok, Kedah,
Account No	:	02080078016526

Ministry of Finance License:		357-02118251
License expired date	:	09 September 2011
Field registered	:	communication, software product and service, other computer related service, recording, photography and audio visual.

COMPANY BOARD

Syahril Emran Md Noor
No.IC : 820223-08-5843

Qualification
Diploma Information Technology
Bsc.IT (Hons) (Software) UUM
M.sc Technopreneurship-UUM

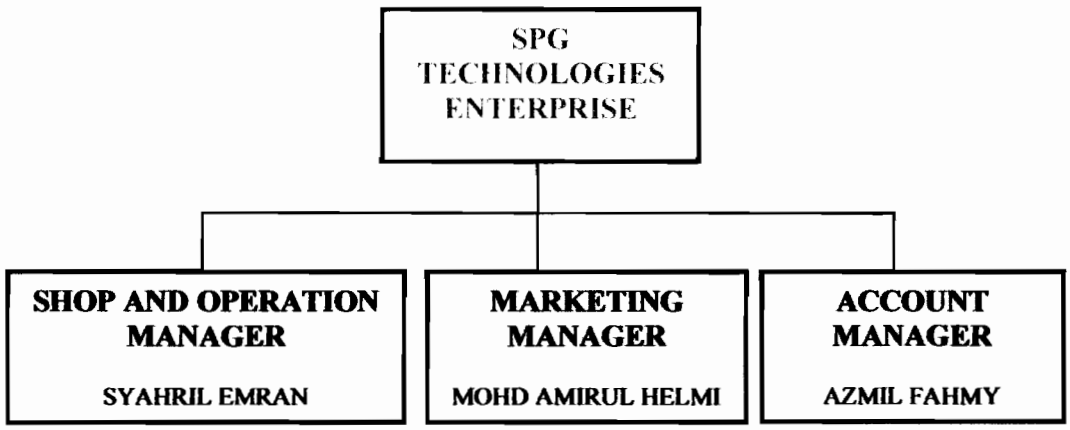
Azmil Fahmy Abd Wahab
No.IC : 830306-08-5899

Qualification
Diploma Information Technology
Bsc.IT (Hons) (Software) UUM
M.sc Technopreneurship UUM

Mohd Amirul Helmi Ismail
No.IC : 830127-08-5113

Qualification
Bsc.Multimedia Technology (Hons) UUM
M.sc Technopreneurship UUM

ORGANIZATION STRUCTURE

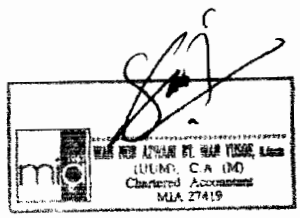


FINANCIAL REPORT FOR PAST TWO YEARS

The company had achieved sales and services RM320, 259.82 from month July 2008 until April 2009. The sales come from computer equipment supply and sells, computer and printer maintenance and software system development and multimedia design projects.

SPG TECHNOLOGIES
LEMBARAN IMBANGAN PADA 31 MAC 2009

		RM
ASET SEMASA		
Tunai di Tangan		17,900.00
Tunai di Bank		432.59
		18,332.59
LIABILITI SEMASA		
Pemiutang Perdagangan		18,000.00
		18,000.00
ASET SEMASA BERSIH		332.59
		332.59
DIBIAYAI OLEH:		
Modal		-
Ambilan		(5,614.00)
Pendapatan :	13.02.2008	-
	31.03.2009	5,946.59
		332.59



SPG TECHNOLOGIES
PENYATA PENDAPATAN BAGI TEMPOHBERAKHIR
DARI 13 FEBRUARI 2008 HINGGA 31 MAC 2009

	RM
JUALAN	320.259.82
KOS BARANG DIJUAL	
Belian	(306.277.68)
UNTUNG KASAR	13.982.14
LAIN-LAIN PENDAPATAN	
Faedah Diterima	4.45
JUMLAH PENDAPATAN	13.986.59
PERBELANJAAN	
Gaji dan Elaun	5.600.00
Sewa Kedai	1,350.00
KWSP	648.00
Elektrik	313.02
Alatulis dan Cetakan	74.80
Denda	44.00
Caj Bank	10.18
	8.040.00
KEUNTUNGAN TAHUN SEMASA	5.956.59

Disahkan :

.....

(RAMIL FAHMY BIN ABDUL WAHAB)

No. K.P : 820306-08-5899

Cop Rasmi :

Nama Syarikat:

SPG TECHNOLOGIES
LOT 118, VARSITY MALL UUM.
AZMIL FAHMY
Talk2us: 019-2681590

SPG TECHNOLOGIES
LOT 118, VARSITY MALL UUM.
AZMIL FAHMY
Talk2us: 019-2681590

Alamat : Pusat Inkubator Teknousahawan Mara,
Bangunan FTM, Kolej Sastera & Sains,
Universiti Utara Malaysia

No. Tel. : 019-2681590

No. H/P : 019-2681590

Note:

Please note that this financial report for the year ended2009 was prepared for loan purposes. This report are prepared due on requirement from our client.

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

.....

(AZMIL FAHMY BIN ABDUL WAHAB)

No. K.P : 830306-08-5899

Cop Rasmi :

Nama Syarikat:

Alamat :

SPG TECHNOLOGIES
LOT 118, VARSITY MALL, UUM.
AZMIL FAHMY
TEL/HP: 019-2681590

SPG TECHNOLOGIES
LOT 118, VARSITY MALL, UUM.
AZMIL FAHMY
TEL/HP: 019-2681590

No. Tel. : 019-2681590

No. H/P : 019-2681590

SPG TECHNOLOGIES

PENYATA ALIRAN TUNAI BAGI TEMPOH BERAKHIR DARI 13 FEBRUARI 2008 HINGGA 31 MAC 2009

	RM
ALIRAN TUNAI DARI AKTIVITI-AKTIVITI OPERASI	
Keuntungan Sebelum Cukai	5,946.59
Pemiutang	18,000.00
Ambilan	(5,614.00)
Tunai Bersih Dijana Daripada Aktiviti Operasi	18,332.59
TUNAI DAN PERSAMAAN TUNAI PADA AWAL TAHUN	-
TUNAI DAN PERSAMAAN TUNAI PADA AKHIR TAHUN	18,332.59
ANALISIS TUNAI DI TANGAN DAN BAKI DI BANK	
Tunai di Tangan	17,900.00
Baki di Bank	432.59
	18,332.59

Journal Adjustment:

	PARTICULARS:	RM	RM
1.	Dr. Purchases	18,000.00	
	Cr. Trade Payables		18,000.00
2.	Dr. Sales	150,000.00	
	Cr. Purchases		150,000.00

JUSTIFIED BY:

.....

(AZMIL FAHMY BIN ABDUL WAHAB)

No. K.P :830306-08-5899 Cop Rasmi :

Nama Syarikat:

Alamat : SPG TECHNOLOGIES LOT 118, VARSITY MALL, UUM AZMIL FAHMY Talk2us: 019-2681590

SPG TECHNOLOGIES LOT 118, VARSITY MALL, UUM. AZMIL FAHMY Talk2us: 019-2681590

No. Tel. : 019-2681590

No. H/P : 019-2681590

SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956

BORANG D (KAEDAH 13)

No. Pendaftaran
AS0302456-P

SPG TECHNOLOGIES
694, LORONG KUDA KEPANG 1, TAMAN RIA JAYA
08000 SUNGAI PETANI
KEDAH

Dengan ini diperakui bahawa Perniagaan yang dijalankan dengan nama

SPG TECHNOLOGIES

telah didaftarkan dari hari ini sehingga **13 FEBRUARI 2009** menurut peruntukan-peruntukan Akta Pendaftaran Perniagaan 1956, dengan nombor yang ditunjukkan di sini dan tempat utama perniagaannya di **694, LORONG KUDA KEPANG 1, TAMAN RIA JAYA, 08000 SUNGAI PETANI, KEDAH** dan cawangan-cawangan di :

TECHNOPRENEUR INCUBATOR MARA, ITM UNIVERSITI UTARA MALAYSIA, 06010 SINTOK, KEDAH

Jenis Perniagaan

COMPUTER REPAIR, TELECOMUNICATION, TRAINING SERVICE, SOFTWARE DEVELOPMENT, HARDWARE SUPPLIER, INTERNET, MULTIMEDIA, PRINTING, PHOTOGRAPHY, NETWORKK.

Bertarikh di **ALOR SETAR** pada **14 FEBRUARI 2008.**

MOHD YUSSOF BIN OSMAN
Penolong Pendaftar Perniagaan
Semenanjung Malaysia

BP 178193

KEMENTERIAN KEWANGAN MALAYSIA

AKUAN PENDAFTARAN KONTRAKTOR BUMIPUTERA

No. RUJUKAN PENDAFTARAN 357-02118251

TARIKH TAMAT PENGIKTIRAFAN 09/09/2011

Bahawa dengan ini diperakui syarikat

SPG TECHNOLOGIES
694, LORONG KUDA KEPANG 1
TAMAN RIA JAYA
08000 SUNGAI PETANI,
KEDAH

telah diikrarkan sebagai Kontraktor Bumiputera oleh Kementerian Kewangan Malaysia. Kelulusan ini adalah tertakhlu kepada syarat-syarat seperti yang dinyatakan di sebelah.

ROZITA BINTI ALI

Bahagian Perolehan Kerajaan
b.p. Ketua Setiausaha Perbendaharaan
Kementerian Kewangan Malaysia
10/09/2008
Bertarikh

No. 282321

KEMENTERIAN KEWANGAN MALAYSIA

AKUAN PENDAFTARAN KONTRAKTOR

No. RUJUKAN PENDAFTARAN 357-02118251

TEMPOH 10/09/2008 - 09/09/2011

Bahawa dengan ini diperakui syarikat

SPG TECHNOLOGIES
694, LORONG KUDA KEPANG 1
TAMAN RIA JAYA
06000 SUNGAI PETANI,
KEDAH

telah berdaftar dengan Kementerian Kewangan Malaysia dalam bidang bekalan perkhidmatan di bawah kepala dan sub-kepala berikut

040100	ALAT PERHUBUNGAN
210104	SOFTWARE PRODUCT AND SERVICES
210105	OTHER COMPUTER RELATED SERVICES
220702	RAKAMAN
220703	FOTOGRAFI
220704	AUDIO VISUAL

Kelulusan ini adalah tertakluk kepada syarat-syarat seperti dinyatakan di sebelah.

ROZITA BINTI ALI

Bahagian Perolehan Kerajaan
b.p. Ketua Setiausaha Perbendaharaan
Kementerian Kewangan Malaysia

10/09/2008

Bertarikh

APPENDIX A

COMPANY REGISTRATION

SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956

BORANG D (KAEDAH 13)

No. Pendaftaran
AS0302456-P

SPG TECHNOLOGIES
694, LORONG KUDA KEPANG I, TAMAN RIA JAYA
08000 SUNGAI PETANI
KEDAH

Dengan ini diperakui bahawa Perniagaan yang dijalankan dengan nama

SPG TECHNOLOGIES

telah didaftarkan dari hari ini sehingga **13 FEBRUARI 2009** menurut peruntukan-peruntukan Akta Pendaftaran Perniagaan 1956, dengan nombor yang ditunjukkan di sini dan tempat utama perniagaannya di **694, LORONG KUDA KEPANG I, TAMAN RIA JAYA, 08000 SUNGAI PETANI, KEDAH** dan cawangan-cawangan di :

TECHNOPRENEUR INCUBATOR MARA, ITM UNIVERSITI UTARA MALAYSIA, 06010 SINTOK, KEDAH

Jenis Perniagaan

COMPUTER REPAIR, TELECOMUNICATION, TRAINING SERVICE, SOFTWARE DEVELOPMENT, HARDWARE SUPPLIER, INTERNET, MULTIMEDIA, PRINTING, PHOTOGRAPHY, NETWORRK

Bertarikh di ALOR SETAR pada 14 FEBRUARI 2008.

MOHD YUSSOF BIN OSMAN
Penolong Pendaftar Perniagaan
Semenanjung Malaysia

BP 170193

KEMENTERIAN KEWANGAN MALAYSIA

AKUAN PENDAFTARAN KONTRAKTOR BUMIPUTERA

No. RUJUKAN PENDAFTARAN : 357-02118251

TARIKH TAMAT PENGIKTIRAFAN : 09/09/2011

Bahawa dengan ini diperakukan bahawa

SPG TECHNOLOGIES
694, LORONG KUDA KEPANG 1
TAMAN RIA JAYA
08000 SUNGAI PETANI,
KEDAH

telah didaftarkan sebagai Kontraktor Bumiputera oleh Kementerian Kewangan Malaysia. Kelulusan ini adalah tertakluk kepada syarat-syarat seperti yang dinyatakan di sebelah.

ROZITA BINTI ALI

Bahagian Perolehan Kerajaan
u.p. Ketua Setiausaha Perbendaharaan
Kementerian Kewangan Malaysia
10/09/2008
Bertarikh.

No. 282321

KEMENTERIAN KEWANGAN MALAYSIA

AKUAN PENDAFTARAN KONTRAKTOR

No. RUJUKAN PENDAFTARAN 357-02118251

TEMPOH 10/09/2008 - 09/09/2011

Bahawa dengan ini diperakui syarikat

SPG TECHNOLOGIES
694, LORONG KUDA KEPANG 1
TAMAN RIA JAYA
08000 SUNGAI PETANI,
KEDAH

telah berdaftar dengan Kementerian Kewangan Malaysia dalam bidang bekalan perkomputeran di bawah kepala dan sub-kepala berikut

040100	ALAT PERHUBUNGAN
210104	SOFTWARE PRODUCT AND SERVICES
210105	OTHER COMPUTER RELATED SERVICES
220702	RAKAMAN
220703	FOTOGRAFI
220704	AUDIO VISUAL

Kelulusan ini adalah tertakluk kepada syarat-syarat seperti dinyatakan di sebelah.

ROZITA BINTI ALI

Bahagian Perolehan Kerajaan
bgi. Ketua Setiausaha Perbendaharaan
Kementerian Kewangan Malaysia

10/09/2008

Bertarikh

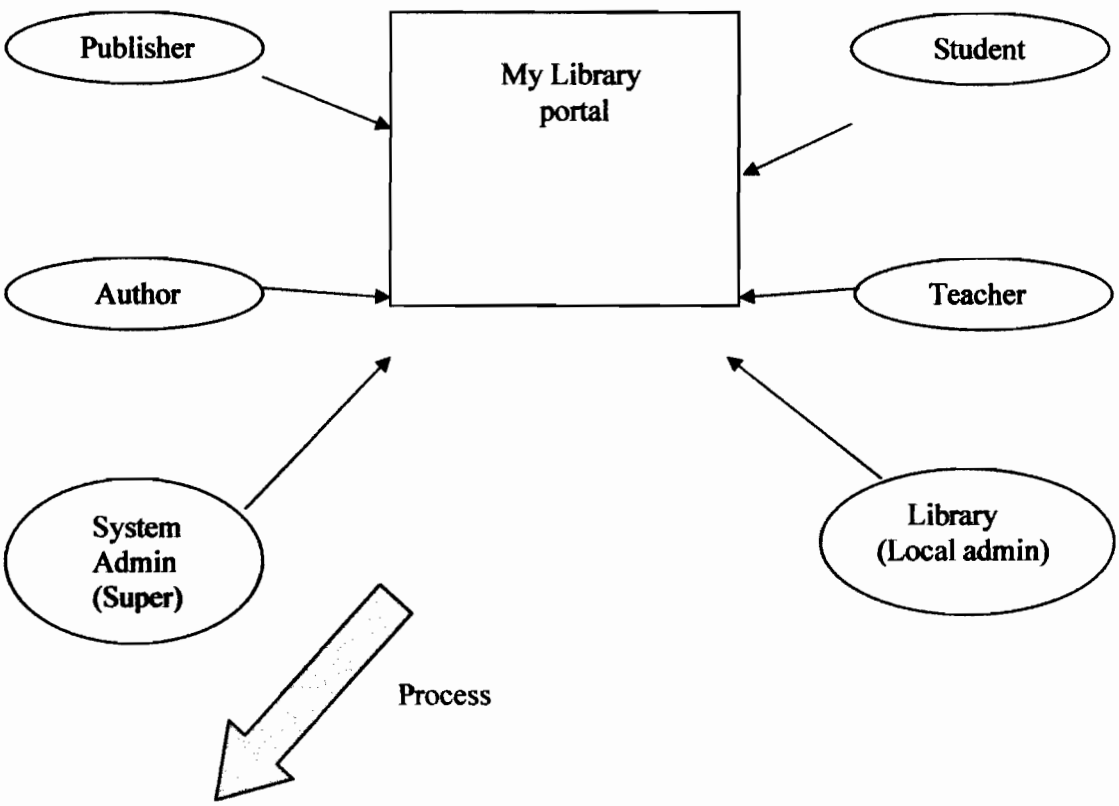
APPENDIX B

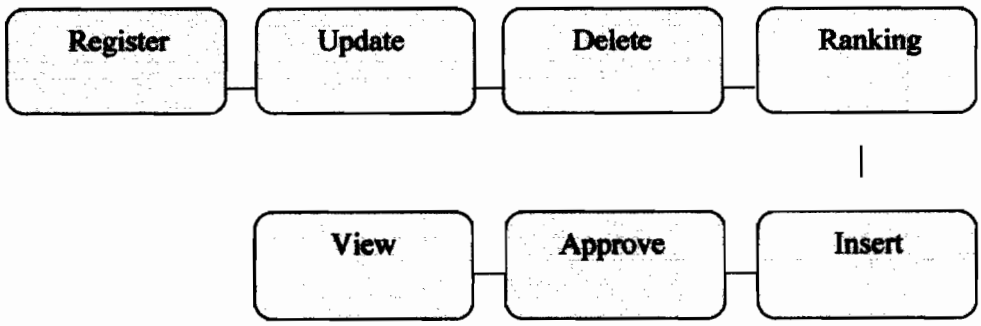
SCHEMATIC DIAGRAM

My Library Portal Schematic Diagram

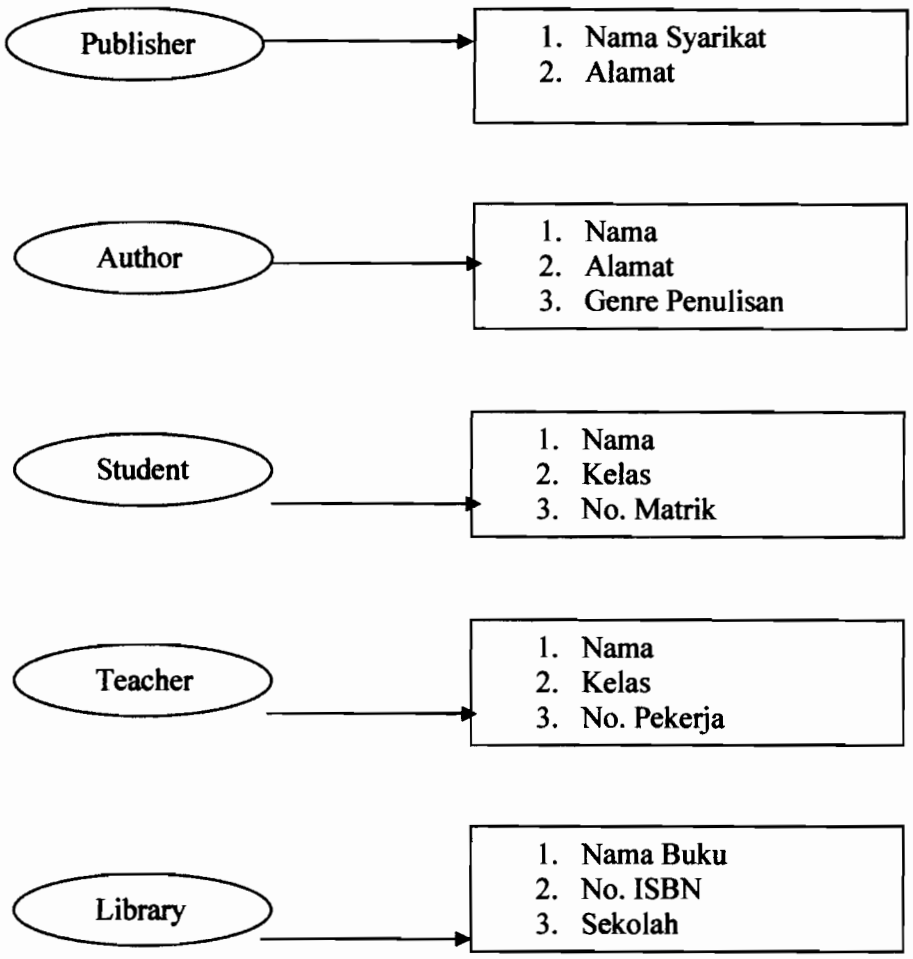
External Entity Internal

Entity

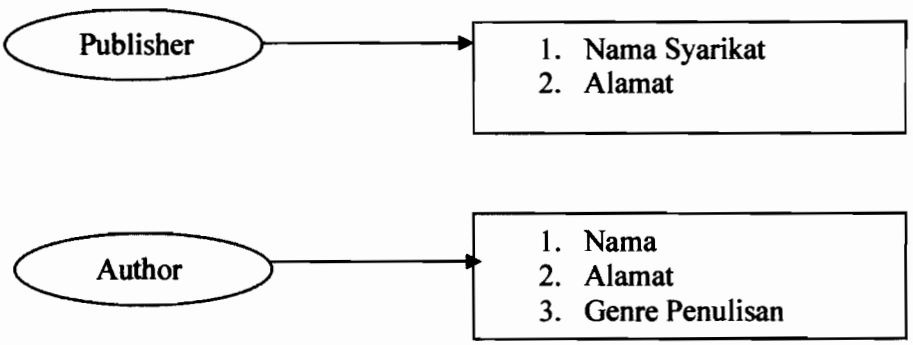


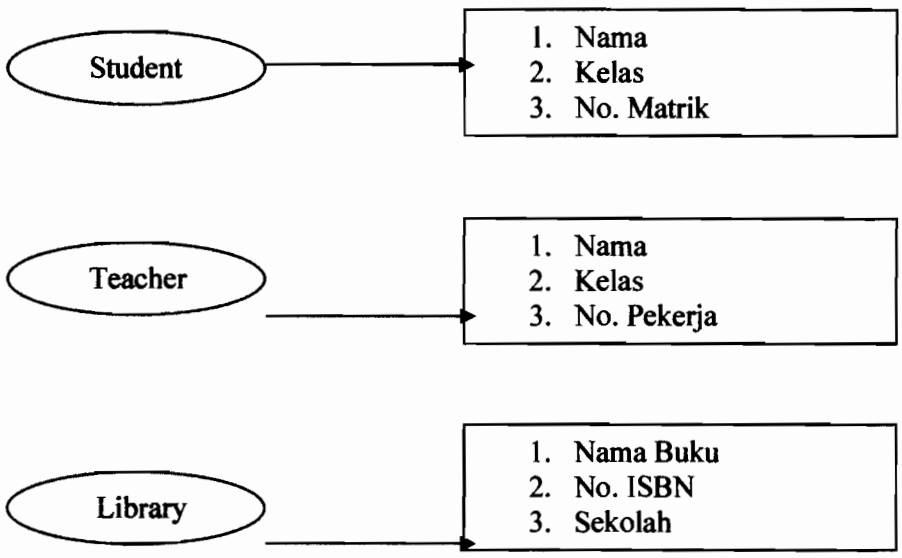


1. Register

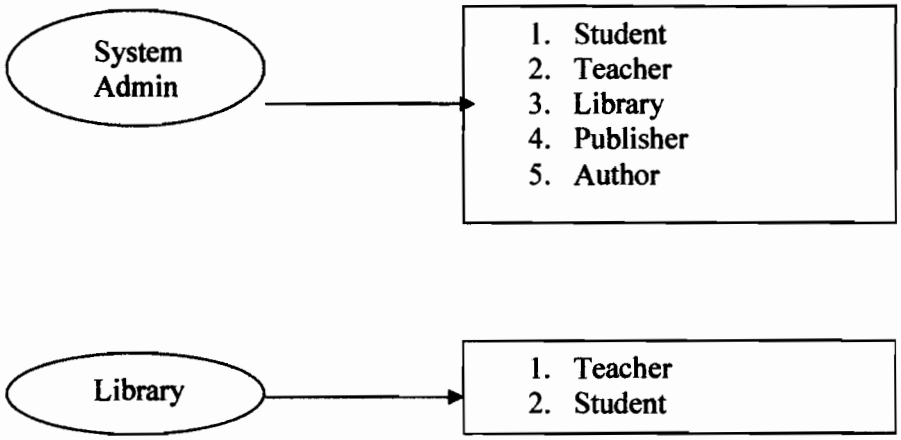


2. Update

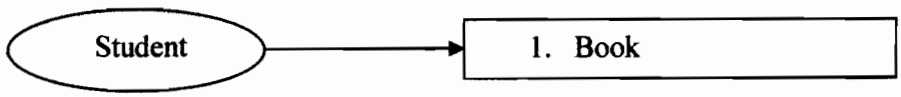




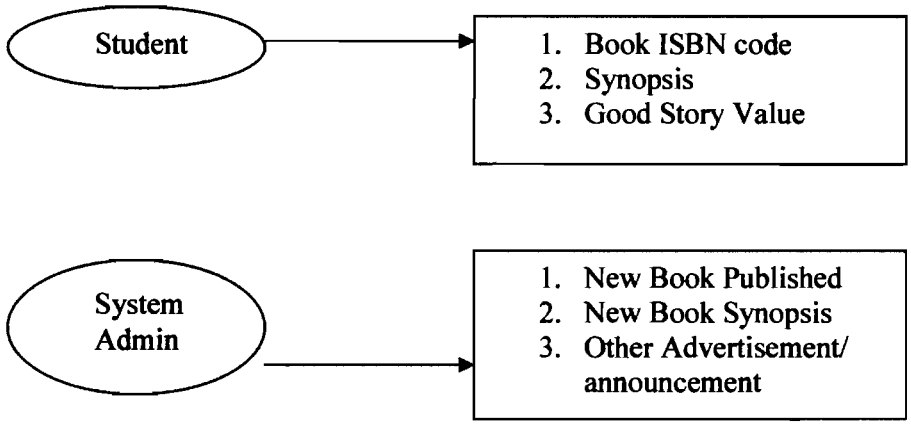
3. Delete



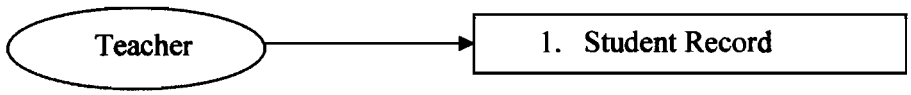
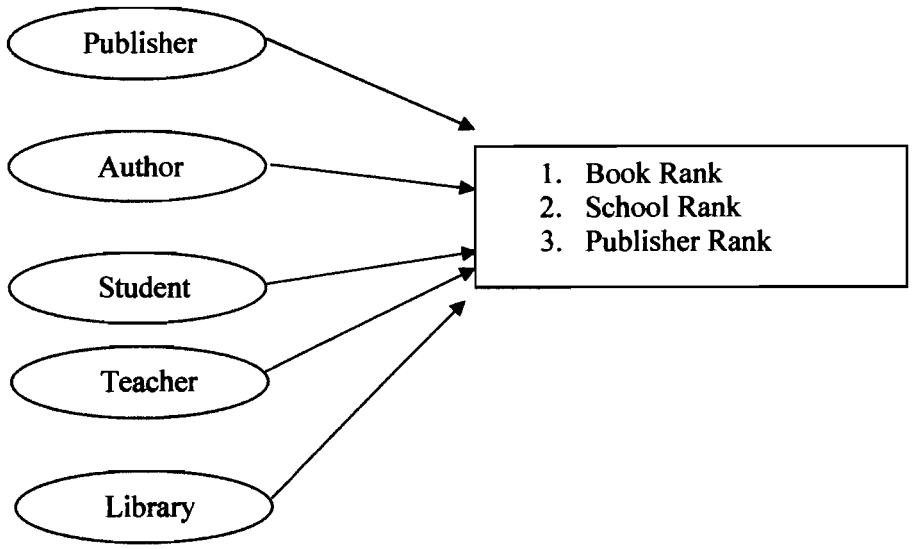
4. Ranking



5. Insert



6. Approve



7. View