STORE FRONT TELECOMMUNICATION RETAIL SYSTEM

(SOFTEL)

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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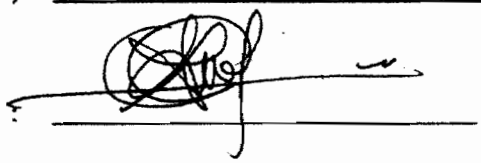
(Signature) : 

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EXECUTIVE SUMMARY

Twenty Gold Enterprise (20Gold) is a hundred percent bumiputra company. This company runs as sole-proprietor type of business. 20Gold has already been in Telecommunication field for 5 years and has many experiences in Telecommunication retail and services. Company 20Gold is going to venture in Information Technology (IT) by software named Store Front Telecommunication Retail System (SOFTEL). Company 20Gold will do the development, management, sales and marketing and provide support services to dealers.

The objective of this proposal is to make planning for developing and marketing new software for telecommunication dealers contains major services in telecommunication shop, like download, hardware information, register prepaid and postpaid that will sell to telecommunication dealers and will be use directly by dealers and client in telecommunication shop through do it yourself concept (DIY). The product will generate money by licensing and upgrading. It should simpler the selling process in telecommunication shop, contained telecommunication product and record sales. The basic technologies used to build this software are internet base and client server base.

As compared to the existing traditional companies, they are focusing on certain services for their shop, but did not cover major services. The initiative started because of the market need whereby the profit margin for telecommunication is decreasing by telcos and suppliers. In this scenario, we found that employers was having difficulties on getting enough sales while their employee was having the hard time to remember telecommunication major services. Thereby, SOFTEL is created

to solve the selling process, capture sales and increase dealers' profit margin. Target customers for SOFTEL are telecommunications' dealers in Malaysia. The package will be 1 license for 4 computers for rm3000.00/license. Information inside will update every month with minimum charge RM200.00/month.

The company found that profit generated from this business for Year I RM97, 634.76, keep increasing to RM207, 356.87 for Year II and RM303, 077.09 for Year III. The project will get funding by own money for RM10, 300.00, apply loan for RM91, 364.00 from Majlis Amanah Rakyat (MARA) that will cover start up cost and working capital budget from Multimedia Development Corporation (MDEC) for RM38, 750.00 to cover product development cost.

RINGKASAN EKSEKUTIF

Twenty Gold Enterprise (20Gold) adalah syarikat milik bumiputra sepenuhnya. Syarikat ini adalah syarikat milikan tunggal. Syarikat 20Gold ini telah berada di dalam bidang Telekomunikasi selama lima tahun dan mempunyai pelbagai pengalaman di dalam peruncitan dan servis Telekomunikasi. Syarikat ini akan menceburi di dalam Teknologi Maklumat (IT) dengan sebuah perisian yang dinamakan "Store Front Telecommunication Retail System" (SOFTEL). Syarikat ini akan membina, mengurus, menjual, memasarkan dan memberikan servis kepada pelanggan.

Objektif rancangan perniagaan ini adalah untuk membuat perancngan untuk pembinaan dan pemasaran perisian baru untuk peruncit telekomunikasi yang mengandungi servis-servis utama untuk kedai Telekomunikasi yang mengandungi servis-servis utama untuk Kedai Telekomunikasi seperti muat turun, maklumat produk, pendaftaran pascabayar dan prabayar yang akan dijual kepada peruncit telekomunikasi dan akan digunakan secara terus oleh pelanggan kedai menggunakan cara layan diri. Produk ini akan memberikan keuntungan dengan perlesenan dan servis naik taraf. Perisisan ini sepatutnya dapat memudahkan urusan jual beli di dalam kedai telekomunikasi, juga akan ditambah dengan fungsi merekod urus niaga.

Apabila dibandingkan pasaran sedia ada, para peruncit banyak menjalankan perniagaan secara tradisi dengan memfokuskan kepada servis-servis tertentu untuk kedai mereka dan servis yang disediakan tidak merangkupi servis utama kedai telekomunikasi. Inisiatif ini bermula apabila kos stok telah meningkat. Di dalam

senario ini, syarikat 20Gold mendapati bahawa majikan menghadapi masalah untuk mendapatkan jualan yang cukup kerana pekerja mereka tidak dapat mengingati servis-servis utama di dalam kedai. Oleh itu, SOFTEL dibina untuk mengatasi masalah proses jualan, menambah jualan dan seterusnya akan menambahkan keuntungan kepada majikan. Sasaran perisian SOFTEL ini adalah peruncit Telekomunikasi di Malaysia. Pakej yang ditawarkan adalah satu lesen untuk empat komputer/lesen yang bernilai rm3000/lesen. Informasi dan servis perisian akan sentiasa diperbaharui denagan bayaran RM200/bulan.

Syarikat 20Gold menjangkakan keuntungan yang akan diperolehi daripada perniagaan ini adalah untuk Tahun I RM97, 634.76, nilai akan meningkat kepada RM207, 356.87 untuk Tahun II dan RM303, 077.09 untuk Tahun III. Projek ini akan mendapat biayaan daripada wang sendiri sebanyak RM10, 300.00, pinjaman sebanyak RM91, 364.00 daripada Majlis Amanah Rakyat (MARA) yang akan membiayai penubuhan perniagaan dan daripada Multimedia Development Corporation (MDEC) sebanyak RM38, 750.00 untuk membiayai pembinaan produk.

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CHAPTER ONE

INTRODUCTION TO THE COMPANY

Twenty Gold Enterprise (20Gold) is a retail telecommunication based company that responsible to do development, management, sales, services and support for software Store Front Telecommunication Retail System (SOFTEL). The company main target is to make sure SOFTEL success in the market.

1.1 Company Background

Twenty Gold Enterprise is a hundred percent bumiputra company. This company runs as sole-proprietor type of business. Company 20Gold has already been in this field for 5 years and has many experiences in Telecommunication retail and services. The first outlet was located at No 43, Kompleks Perniagaan Sultan Abdul Hamid, 05050, Alor Star, Kedah for 3 years and has made more than RM1.2Million sales over the years from 2004 until 2007. In year 2008, the premise had relocated at Jalan Kuala Kedah. In 2008 also, another branch opened in Lot 14, Varsity Mall, Universiti Utara Malaysia, Sintok, Kedah.

1.1.1 Vision, Mission and Value

There are five values that are upheld by the company. They are attitude, teamwork, enthusiasm, creativity and continuous improvement.

The contents of the thesis is for internal user only

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