

Content of Business Proposal:

SECTION 1: APPLICANT PROFILE

1. Name
2. Address
3. IC Number
4. Qualification
5. Married / Single
6. Occupation
7. Office Address
8. Job Responsibility
9. Previous Job Experiences
10. Salary

SECTION 2: COMPANY PROFILE

1. Company Name & Address
2. Registration Number
3. Board of Directors
4. Capital Structure
5. Type of Business

SECTION 3: PROPOSED SITE PROFILE

1. Address
2. Photographs
3. Location Map
4. Commercial terms – rental, tenancy, etc.
5. Size and dimensions
6. Restriction by authorities (if any)
7. Point of interest (if any) – tourist spots, transit hub, high rise condominium, offices, etc.
8. Licensed Package applied (Hybrid) and justification

SECTION 4: MARKET STUDY AND SALES PROJECTION

1. Demographic study – potential customer profile, market size, income group, special needs / requirements, etc.
2. Competitor analysis – number of outlets nearby & estimated sales, offerings, pricing strategy, etc.
3. Product and offerings – product selection and offerings proposed to suit the market
4. Active hours – activity generators (day & night), restaurants, banks, market center, etc.
5. Traffic count study – number of passerby pass through in front of shop in one minute
6. Sales Projection – calculation of sales based on number of transactions per day and future sales projection for five years
7. Margin percentage – based on product category and surrounding market

SECTION 5: CASH FLOW AND RETURN ON INVESTMENT STUDY

1. Projected cash flow study – list of income versus expenses for the Mesra Shoppe business
2. Capital investment calculation and payback period projection
3. Organization chart – number of staff and salary to suit operation hours
4. Profit and loss – projected for one month