

MARVA ADVANCED TECHNOLOGIES SDN BHD

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BUSINESS PLAN

2005

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INTRODUCTION

NAME OF COMPANY

~ MARVA ADVANCED TECHNOLOGIES SDN BHD ~

NATURE OF BUSINESS

~ COMPUTER SALES AND SERVICES ~

LOCATION

NO 88 ABC, MRS STREET,
MALAYSIA TECHNOLOGY PARK,
47100 PUCHONG, SELANGOR DARUL EHSAN,
MALAYSIA.

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DATE OF PROJECT COMMENCEMENT

~ 22 MAY 2005 ~

OUR MISSION

The Mission of the faculty is to be advance in the field of Computer Sales and Services in line with current developments, to produce an information-rich society through the contributions of our staffs. Our company Marva Advanced Technologies is a corporate has the required potential and ability to propel the business development and houses its offices in Malaysia Technology Park.

We have own mission. As the company, first aspect we accent is producing a company will can supply efficient services. Other than, we too accent the organization like regular organization and consistent .Our company will have the planning and performing the program like how to make the more skill and strategy for improve our company from aspect economy, quality and others. We also look our company for improve our company as the best company beside development .We like to accent the excellent company and accent too the cleaning of company and also take care the general reputation.

Our company will to promote the exchange and dissemination of information and experience pertaining to the use of information technology among its members, and foster research and development in this area for the continue growth and development of the member organizations, the local computer industry and nation in general. Other than we also exchange and disseminate any other information that would be mutual interest and value of its member organizations. We will see the birth of the most significant township in the total concept of a township in being everything, township can be by emerging today other company like school and offices need into a modern beside the good services in their using.

In our company, we also sales the computer when demand. In the sales, we also look the model computer for demand the company. We look that for want to follow the demand of company. It comes to take our company as the good service and also good business.

OUR OBJECTIVE

- ✓ Contributing to nation building through quality research work, which relates closely to the needs of the user community.
- ✓ Producing graduates of high esteem, versatility, competitiveness and innovation who can explore and utilize the latest in technology and resources for the progress and prosperity of the nation.
- ✓ Working together with local and international industries to enrich the approaches in using technology to increase national productivity.
- ✓ Creative in statement manage the product.
- ✓ Expel the quality product.
- ✓ Produce the workers in high discipline and responsibility.

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INDUSTRY ANALYSIS

Based on current market research, more than 3000 companies are involved in this Computer Sales and Service business. The detailed research shows that more than 95 % of those companies are not majoring the market and do not take place in commercial tenders. They are based on direct sales and their marketing style is also quite classical. But the rest 5% (150 companies) are our competitors. After finalizing our competitor list, it had come to our attention that our major and giant competitors are MIMOS Smart Computing Sdn Bhd and Giat Solutions Sdn Bhd.

The MIMOS Smart Computing is taking most of the government tenders including the rights to supply computer hardware and software for Putra Jaya (Ministry Office).

At the same time, the Giat Solutions company are focusing in Non-Government organization tenders. Focusing sales for Multimedia Super Corridor (MSC) status companies only.

This shows that Marva Advanced Technology (MAT) has a bright chance to participate in both Government and Non-Government tenders. Besides our chances to win the tenders are much higher than our competitors as long as our company majors in customer services.

Computers are subject to not last long. The customers need to do service their computers at least yearly once to guarantee the computer's performance. Our competitors are not majoring and not willing to do this computer services. This had open a chance for MAT to serve the best customer services and attract many customer even their currently customers of MIMOS or Giat Solutions.

Beside this factor MAT are doing sales of branded computers such as DELL and ACER based on partnership with those companies. While our competitors are focusing on the sales of their own brand such as MIMOS and GIAT. If we compared our PC brands with their PC brands, definitely our Brand will break through the market and win the tenders.

The demands for computer are currently high in Malaysia. Now, the world used the modern communication like internet. The heart of Internet is having the computer. Also the company used the computer for communication, promotion, campaign and also for business. Like school, the government also built the building in school for all the student can know the information technology (IT). The Prime Minister want all people know how to using the computer for balancing the modern epoch. In the large company, they must have 2000 computer for their work and for their communication business. Also the small company, for their business they also must have 400 computer for their company. While in one school, it also has 400 until 500 students for studying the computer.

This proves that the demand for computers will last long and opens a large market for Computer Sales and Services business.

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DETAILED DESCRIPTION OF BUSINESS

Marva Advanced Technologies Sdn Bhd (MAT) is formed with one based plan which is to produce quality and branded computers and markets it in a large amount.

We (Marva Advanced Technologies Sdn Bhd) are performing toward our target which is to market at least 30,000 units of computer within a short period.

Our work here is to buy brands, computer parts, and produce a whole computer. Currently we are buying only DELL and ACER brands as we are authorized to produce computers for the brands.

We buy all computer parts, such as Hard Disk, CD-Rom Device, Floppy Disk Device, Random Access Memory (RAM), Motherboard, Processor Chips, Power Supply, Graphic Cards, Modulate-Demodulate (Modem), Keyboard, Mouse, and casing. We buy those parts in a large quantity to get it in the cheapest price. The parts quality and brand are fully approved and authorized by our "Brand Supplier". We combine all the parts and produce a whole computer. And finally applies our Brand (such as DELL or ACER) to the computer. We pay for using DELL and ACER brands to our "Brand Supplier". Finally, we will call our technicians to Install the software and get the computer ready for sales.

In this case, the computer can be produced at cheap price and market it with cheap price to attract more sales. Besides our sales are not focus on direct sales (one-to-one customers). We are only targeting major IT or MSC status companies for sales. The sale orders are received through tenders. This had open a large market for sales.

On the other hand, we are providing computer services. Through this computer service, we believe that we can attract more corporate customers from our competitors and do not loss our current customers to any of our competitors.

As a part of our company's customer service, we had introduced a new way of servicing customer's computer which is known as "Online Computer Servicing" (OCS). OCS will allow our technicians to service our customer's computer without going to our customer's premise. The service can be done through Online without any interruption. So, when a customer called and requested to service their computer, our technician will be online to service the customer's computer. This service is done in "Real-Time" which means the service started immediately after we receive the call. OCS makes it easy for us to satisfy our customers by giving Real-time services. We are proud to announce that our company Marva Advanced Technologies Sdn Bhd is the only company providing OCS to our customer.

The business is fully planned and the strategic can open the track for us to achieve our sales target within a short period.

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PRODUCTION PLAN

1) *Hardware supplier*

Company Name : *NIRVANA SDN BHD*
Address : *98, Jalan Kasipilay, 50100 Kuala Lumpur*
Telephone No : *03 - 2914 4221*
Hardware : *Hard Disk, Motherboard, Keyboard, Mouse, Monitor, CD-Rom device, floppy device, RAM, Modem, Power supply, Graphic card, cables*

2) *Software supplier*

Company Name : *SUPERSOFTWARE SDN BHD*
Address : *37-J, Jalan Thanabalan, Brickfield, 50470 Kuala Lumpur*
Telephone No : *03-2471261*
Software : *Microsoft Windows XP, Microsoft Office XP*

3) *Brand supplier*

Brand 1 : *DELL*
Company Name : *DELL PC MARKETING SDN BHD*
Address : *65-2, Jalan Sultan Ismail, 50300 Kuala Lumpur*
Telephone no : *03 – 2742 884*

Brand 2 : *ACER*
Company Name : *ACER PC MARKETING SDN BHD*
Address : *14-4, Jalan Sultan Ismail, 50300 Kuala Lumpur*
Telephone No : *03 - 2743 552*

4) *Casing Supplier*

Company Name : *ULTRA PC BASED CASING SDN BHD*
Address : *21, Jalan Hujan, 51100 Kuala Lumpur*
Telephone No : *03- 7927 335*
Casing Style : *ATX Casing, Mini-ATX Casing*

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MARKETING PLAN

Our sales target is at least 30,000 units of computer to be sold within a short period. In the stage of marketing, we will show our best performance with the perfect marketing strategic. Our product (computers) will be available for sales in Malaysia wide. While we target a minimum of 10 corporate customers. Each of our product will be put to sale within a fixed price around RM 2400.00 to RM 2800.00 per unit.

Our main target is corporate customer. In Malaysia at least 1,000 of major companies are focusing on development of their IT to achieve MSC status. While we are only targeting 1% of the current market which will be 10 corporate customers. The computer sales target is around 30,000 of units per year.

To achieve our target, we will arrange few promotions such as selling our product at a low price around RM 2000 or promoting additional hardware (add-ons) for free of charge. Besides this, we are going to maximize the advertisement for both of our brands (DELL and ACER).

Currently, we had prepared with two type of advertisement method. First, we will place our ads on local newspapers. Mainly on "The Star" and "News Street Times" newspapers. This is because, both of the newspapers are widely distributed around Malaysia and especially to corporate organizations such as companies and government departments. The second advertisement method is through mailing the quotation or pamphlets to many developing companies to attract them buy our product This type of advertisement is also known as Direct Mailing.

Both of the advertisement will open a bright chance for us to popularize our brands. So, this will be an added advantage for our company to participate and win any tender. The chances to win the tenders are so bright as long as our brands get popular and most of the major companies will notice our brand as one of the best computer brand in Malaysia.

To satisfy our customers, MAT willing to do free door delivery for every unit of product. Besides, to maximize our customer's satisfaction, MAT will provide full time customer service by hiring hundreds of staff and technicians to customer care department. This will promise our company's reliability, availability, and affordability.

MARKETING SUMMARY (for fast reference)

Product	: Computer
Marketing Area	: Malaysia Wide
Price per unit	: RM 2600.00
Promotion Methods	: Low price, free offers (add-ons), Advertising, winning tenders
Distribution Methods	: Door delivery (Malaysia Wide)
Targeted Customers	: Corporate Companies
Advertising Methods	: Newspaper, Mailing Quotations (direct mail)
Quality Expected	: Good customer service, reliability, availability, affordability
Sales Target	: 10 corporate companies (more than 30,000 computers)

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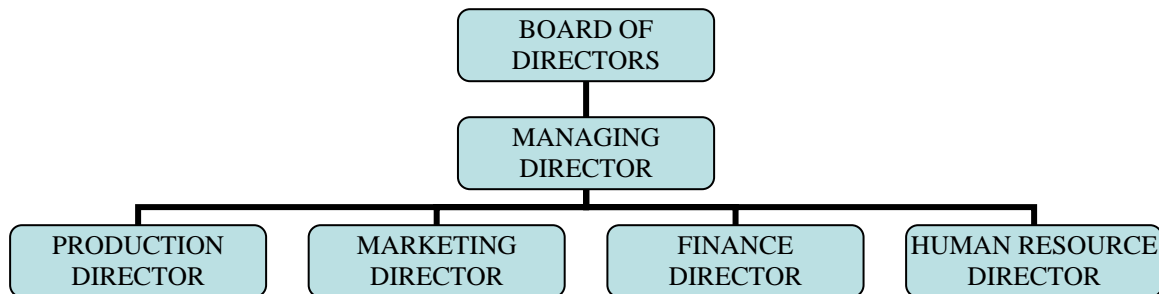
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ORGANIZATION PLAN

Organization is a basic concept that underlines all cooperative activity. Society's needs are complex and numerous and organization reflect this complexity and diversity. An organization is a collectivity devoted to getting work done efficiently and at feasible costs. Our organizations provide a concentration of human and at our resources focused upon common endeavors: the work that results could not otherwise be done. In our organizations, managers must adapt the organization to problems of growth, change, development and effectiveness.

Because organization specifies the desired relations among tasks, responsibilities and people, organization members evaluate these relationships to the organization. Individuals like interesting job and meaningful work, and our organization try to meet these expectations.

Century's organization structure provides members with a place to be and to work and a status that reflects their relative standing. Why do we have "organization structure"? Because to set up a good plan so that our company can succeed. Most people spend a large part of their lives at work associated with organization: they expect their jobs and their work to provide a reasonable degree of satisfaction and the framework for this expectation is in the structure of the organization, itself.



1. **Board of Directors** will elect a Managing Director for the company.
2. **Managing Director** will be fully responsible over Production Department, Marketing Department, Finance Department, and Human Resource Department to produce an effective administration.
3. **Production Director** will be hired to monitor and take the full in-charge for the supply of computer hardware and software, responsible for new inventory, and manage the assembly line. Besides, he will also monitor the quality control.
4. **Marketing Director** will be hired to manage advertising and sales of the product. Besides, he/she will also conduct a research for the development of development sales.
5. **Finance Director** will be hired for accounting functions and effective financial resources management.
6. **Human Resource Director** will be hired and responsible for hiring, training and evaluating and compensating employees.

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FINANCIAL PLAN

Balance Sheet on the end of 30 June 2005

	RM
Fixed Assets	
Land	500,000
Building	3000,000
Vehicles (used for product delivery)	1800,000
Office Equipments	880,000
Current Assets	
Stock	2900,000
Trade Debtors	680,000
Prepayments	320,000
Bank Deposit & Investment	560,000
Total Asset	10,640,000
Long Term Liability	
Bank Loan	500,000
Private Loan	450,000
Short Term Liability	
Trade Creditors	250,000
Bank Overdraft	200,000
Total Liability	1,400,000
Net Worth	<u>9,240,000</u>
Net Worth (Percentage of Assets)	86.84 %

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APPENDIX I

Design of computers,

Model 1 (Marva Silvery Black)	Model 2 (Marva Silvery Blue)
 A desktop computer system with a CRT monitor displaying a green screen, a tower PC case, a keyboard, and a mouse.	 A desktop computer system with a CRT monitor displaying a blue screen, a tower PC case, a keyboard, and a mouse.
Model 3 (Marva Ultra ATX)	Model 4 (Marva Mini ATX)
 A desktop computer system with a CRT monitor displaying a blue screen, a tower PC case, a keyboard, and a mouse.	 A desktop computer system with a CRT monitor displaying a blue screen, a tower PC case, a keyboard, and a mouse.
Competitor Model 1 (MIMOS)	Competitor Model 2 (MIMOS)
 A desktop computer system with a CRT monitor displaying a purple screen with the MIMOS logo, a tower PC case, a keyboard, and a mouse.	 A desktop computer system with a CRT monitor displaying a red screen, a tower PC case, a keyboard, a mouse, and a printer.
Competitor Model 3 (GIAT)	
 A desktop computer system with a CRT monitor displaying a black screen, a tower PC case, a keyboard, and a mouse.	

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APPENDIX II

Brochure, Pamphlet, quotation, and price list collected from our supplier and varies competitors are attached together in next few pages.