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| C:\Users\nadheerah\Desktop\LETTERHEAD & LOGO\LOGO & TEMPLATE SLIDE LOGO KPT 2020\LOGO KPT MALAY-01-01 (1).png    **SEKSYEN D : BORANG PERANCANGAN PERNIAGAAN**  **(Diisi dan dilengkapkan oleh kolaborator (industri))** | |
| **A.** | **Kajian Pasaran /** *Market Study* |
|  | **i) Keperluan Pasaran :**  *Market Needs :* |
| **ii) Saiz Pasaran (Tempatan dan Global) :**  *Market Size (Local and International) :* |
| **iii) Pertumbuhan Pasaran :**  *Market Growth :* |
| **iv) Pensegmenan pasaran:**  *Market Segmentation :* |
| **v) Sasaran Pasaran :**  *Target Market :* |
| **B.** | **Maklumat Pasaran** */ Market Information* |
|  | 1. **Halangan Pasaran**   *Entry Barriers* |
| 1. **Polisi dan Keperluan Pematuhan Piawaian**   *Policy and standard compliance requirements* |
| 1. **Analisis SWOT**   *SWOT Analysis* |
| 1. **Strategi Pemasaran**   *Marketing Strategy* |
| **C.** | **Kajian Pesaing /** *Competitor Analysis* |
|  | 1. **Kelebihan Persaingan:**   *Competitive edge:* |
| **ii) Perbandingan Produk (tempatan/antarabangsa):**  *Product comparison (local/international) :*   |  |  |  |  | | --- | --- | --- | --- | | **Bil.** | **Produk** | **Kelebihan** | **Kelemahan** | |  | Produk yang dicadangkan |  |  | |  | Produk pesaing |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |
| **iii) Pasaran Nic (jika ada) :**  *Niche Market (if any) :* |
| **D.** | **Kajian Risiko** / Risk Studies  (Nyatakan risiko yang dikenalpasti dan tandakan pengkelasan risiko tersebut sama ada Rendah, Sederhana atau Tinggi)  (*Describe the identified risks and indicate whether the risk is deemed Low, Moderate or High*) |
|  | **i) Risiko Projek /** *Risk* |
| 1. **Risiko Masa /***Time Risk :*  |  |  | | --- | --- | | **Rendah /**  *Low* |  | | **Sederhana /** *Medium* |  | | **Tinggi /**  *High* |  |  1. **Risiko Kewangan */*** *Financial Risk :*  |  |  | | --- | --- | | **Rendah /**  *Low* |  | | **Sederhana /** *Medium* |  | | **Tinggi /**  *High* |  |  1. **Risiko Bahan Mentah /** *Raw Material Risk :*  |  |  | | --- | --- | | **Rendah /**  *Low* |  | | **Sederhana /** *Medium* |  | | **Tinggi /**  *High* |  |  1. **Risiko Teknikal** / *Technical risk* ***:***  |  |  | | --- | --- | | **Rendah /**  *Low* |  | | **Sederhana /** *Medium* |  | | **Tinggi /**  *High* |  | |
| **E.** | **Unjuran Kewangan** |
|  | 1. **Unjuran Kewangan dalam tempoh projek dan juga unjuran kewangan 5 tahun selepas projek tamat (pengkomersilan) /** *Financial projections during project texecution as well as projection in the s five years after project completion (commercialization phase)* |
| 1. **Penyata Unjuran Pendapatan selepas tamat projek (diisi oleh rakan industri) /**   *Statement of income*   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | **Tahun 1** | **Tahun 2** | **Tahun 3** | **Tahun 4** | **Tahun 5** | | **Jualan Dalam Negara (RM)**  *Local/country Gross sales* |  |  |  |  |  | | **Jualan Ekspot (RM)**  *Export sales* |  |  |  |  |  | | **Jumlah Jualan (RM)**  *Gross sale* |  |  |  |  |  | | **Kos Barangan yang dijual/Modal (RM)**  *Cost of Goods Sold* |  |  |  |  |  | | **Keuntungan Kasar (RM)**  *Gross profit* |  |  |  |  |  | | **Belanja Operasi (RM)**  *Operational Expenditure* |  |  |  |  |  | | **Keuntungan Bersih (RM)**  *Net profit* |  |  |  |  |  | | **Cukai (%)**  *Tax* |  |  |  |  |  | | **Keuntungan Selepas Cukai (RM)** |  |  |  |  |  | | **Margin Kasar (%)**  *Gross Margin* |  |  |  |  |  | |
|  | 1. **Unjuran Aliran Tunai selepas tamat projek (diisi oleh rakan industri)**   *Projected Cash Flow :*   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | **Tahun 1** | **Tahun 2** | **Tahun 3** | **Tahun 4** | **Tahun 5** | | **Aliran Tunai Masuk*/ Cash Inflow*** |  |  |  |  |  | | 1. Dana */ Fund* |  |  |  |  |  | | 1. Pinjaman */ Loan* |  |  |  |  |  | | 1. Jualan Tunai |  |  |  |  |  | | **Jumlah Aliran Tunai Masuk (RM)/**  *Total cash inflow* |  |  |  |  |  | | **Aliran Tunai Keluar/**  *Cash outflow* |  |  |  |  |  | | 1. OPEX |  |  |  |  |  | | 1. CAPEX |  |  |  |  |  | | 1. Bayaran Pinjaman |  |  |  |  |  | | **Jumlah Aliran Tunai Keluar (RM**)/  *Total cash outflow* |  |  |  |  |  | | **Tunai Bersih (Masuk/Keluar)** |  |  |  |  |  | |
| 1. **Titik Pulang Modal */*** *Breakeven* 2. Kos Keseluruhan Projek: RM\_\_\_\_     Kos Produk: RM\_\_\_\_/unit  Harga Jualan: RM\_\_\_\_/unit     1. Sasaran Jualan:   Tahun Pertama: RM\_\_\_\_\_\_\_ atau \_\_\_\_ unit  Tahun Kedua: RM\_\_\_\_\_\_\_ atau \_\_\_\_ unit   1. Titik Pulang Modal: RM\_\_\_\_\_\_\_ atau \_\_\_\_ unit |
| **F.** | **Impak dan Sumbangan Projek Kepada Sosioekonomi Negara /**  *Impact and contribution of the project to socio-economic* |
|  | **i) Pekerjaan** */ employment* |
|  | **ii) Ekonomi** */ economy* |
|  | **iii) Perniagaan Baharu** */ creating a new business* |
|  | **iv) Harta Intelek Baharu** */ creation of new IP* |
| **G.** | **Peluang Pekerjaan / Harta Intelek**  *Job Opportunity / Intellectual Property* |
|  | 1. **Peluang Pekerjaan selepas tamat projek (diisi oleh rakan industri)**   *Job opportunity at the end of project (to be fill by the industry collaborator)*   |  |  |  | | --- | --- | --- | | **Jawatan** */ Designation* | **Sekarang**  **(Bilangan)** */ Current* | **Sasaran di Akhir Projek**  **(Bilangan***) / Target* | | **Pengurusan**  */ Administration* |  |  | | **Kemahiran Tinggi / Kelulusan pasca-ijazah** |  |  | | **Eksekutif /Kelulusan Diploma atau Ijazah** *Executive* |  |  | | **Kerani /** *Clerk* |  |  | | **Buruh*/*** *Labor* |  |  | |
| 1. **Harta Intelek /** *Intellectual Property*  |  |  |  | | --- | --- | --- | | **Jenis Harta Intelek /**  *Type of / Intellectual Property* | **Sekarang**  **(Bilangan)/** *Current* | **Sasaran di Akhir Projek**  **(Bilangan)** *) / Target* | | **Paten** */ Patent* |  |  | | **Hakcipta** */ Copyright* |  |  | | **Tanda Perniagaan** */ Trademark* |  |  | | **Rahsia Industri** |  |  | | **Lain-lain (Nyatakan)/**  *Others (if any)* |  |  | |
| 1. **Jaringan Universiti-Industri** (nyatakan jika berkaitan)   *University-industry network (if applicable)* |
| **H.** | **Keupayaan Dan Kemampuan Pemasaran Industri**  *Marketing Capability And Capacity of the Industry* |
|  | **i) Sumber Kewangan :**  *Financial Resources :* |
| **ii) Strategi Pemasaran :**  *Marketing Strategy :* |
| **iii) Rangkaian Edaran :**  *Distribution network :* |
| **iv) Pertalian Strategik :**  *Strategic relationship :* |
| **I.** | **Maklumat Kewangan** */ Financial Information* |
|  | 1. **Cadangan Sumber Kewangan**  |  |  |  | | --- | --- | --- | | **Sumber** */ Source* | **Jumlah (RM) /** *Total* | **Peratus (%)/** *Percentage* | | 1. MyLAB |  |  | | 1. Rakan Industri: |  |  | | 1. Geran */ Grant* |  |  | | 1. Pinjaman */ Loan* |  |  | | 1. Modal Teroka / *Venture Capital* |  |  | | 1. Lain-lain */ Others* |  |  | | **JUMLAH** |  | **100** | |
| **J.** | **Maklumat Tambahan (nyatakan jika ada. Contoh: Anugerah yang pernah dimenangi)**  *Additional Information (if any : E.g. any awards)* |
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*\*Nota: Permohonan yang tidak lengkap* ***TIDAK*** *akan dipertimbangkan untuk proses penilaian.*