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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 |  |  |
|  |  |  |  |
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 |
| **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\_\_\_\_/unitHarga Jualan: RM\_\_\_\_/unit 1. Sasaran Jualan:

 Tahun Pertama: RM\_\_\_\_\_\_\_ atau \_\_\_\_ unit Tahun Kedua: RM\_\_\_\_\_\_\_ atau \_\_\_\_ unit1. 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)* |
|  |  |

*\*Nota: Permohonan yang tidak lengkap* ***TIDAK*** *akan dipertimbangkan untuk proses penilaian.*