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| A picture containing text, emblem, crest, graphics  Description automatically generated**SEKSYEN D : BORANG PERANCANGAN PERNIAGAAN** **(Diisi dan dilengkapkan oleh kolaborator (industri))** |
| **A.** | **Kajian Pasaran /** *Market Study* |
|  | 1. **Keperluan Pasaran :**

*Market Needs :* |
| 1. **Saiz Pasaran (Tempatan dan Global) :**

*Market Size (Local and International) :* |
| 1. **Pertumbuhan Pasaran :**

 *Market Growth :* |
| 1. **Pensegmenan pasaran:**

*Market Segmentation :* |
| 1. **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:* |
| 1. **Perbandingan Produk (tempatan/antarabangsa):**

*Product comparison (local/international) :*

|  |  |  |  |
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| **Bil.** | **Produk** | **Kelebihan** | **Kelemahan** |
|  | Produk yang dicadangkan |  |  |
|  | Produk pesaing |  |  |
|  |  |  |  |
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 |
| 1. **Pasaran Nic (jika ada):**

*Niche Market (if any)* |
| **D.** | **Kajian Risiko** */ Risk Studies*(Nyatakan risiko yang dikena lpasti 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 :*

*(Lampirkan Analisis Kos dan Faedah / Attachment of Cost and Benefit Analysis)*

|  |  |
| --- | --- |
| **Rendah /** *Low*  |  |
| **Sederhana /** *Medium* |  |
| **Tinggi /** *High* |  |

1. **Risiko Bahan Mentah /** *Raw Material Risk :*

|  |  |
| --- | --- |
| **Rendah /** *Low*  |  |
| **Sederhana /** *Medium* |  |
| **Tinggi /** *High* |  |

1. **Risiko Teknikal /** *Technical Risk :*

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| --- | --- |
| **Rendah /** *Low*  |  |
| **Sederhana /** *Medium* |  |
| **Tinggi /** *High* |  |

 |
| **E.** | **Unjuran Kewangan /** *Financial Projections* |
|  | 1. **Unjuran Kewangan dalam tempoh projek dan juga unjuran kewangan 5 tahun selepas projek tamat (pengkomersilan) /** *Financial Projections during project execution as well as projection in the 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* |
|  | 1. **Pekerjaan** */ Employment*
 |
| 1. **Ekonomi** */ Economy*
 |
| 1. **Perniagaan Baharu** */ Creating a New Business*
 |
| 1. **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)*

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| **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 /** Trade Secret |  |  |
| **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* |
|  | * 1. **Sumber Kewangan :**

*Financial Resources :* |
| * 1. **Strategi Pemasaran :**

 *Marketing Strategy :*  |
| * 1. **Rangkaian Edaran :**

*Distribution Network :* |
| * 1. **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.*