

O2 Licensing Business Model Variants



			
KIOSK	OUTLET (MALL)	SHOPLOT (HIGH STREET)	OUTDOOR OUTLET (TOURSIM AREA)
Store Size : 250 - 300 sqft	Store Size : 600 - 700 sqft	Store Size : 1,000 sqft	Store Size : >1,200 sqft
License Fee : RM 30,000.00 SE Deposit : RM 20,000.00	License Fee : RM 30,000.00 SE Deposit : RM 20,000.00	License Fee : RM 30,000.00 SE Deposit : RM 20,000.00	License Fee : RM 30,000.00 SE Deposit : RM 20,000.00
Admin + A&P fees 5%	Admin + A&P fees 5%	Admin + A&P fees 5%	Admin + A&P fees 5%
Estimated Built-up Cost : RM 145,000.00	Estimated Built-up Cost : RM 175,000.00	Estimated Built-up Cost : RM 210,000.00	Estimated Built-up Cost : RM 270,000.00
Total Investment : Est. RM 195,000.00	Total Investment : Est. RM 225,000.00	Total Investment : Est. RM 260,000.00	Total Investment : Est. RM 320,000.00

Disclaimer : The financial projections are preliminary and subject to change; Prasper Holdings Sdn. Bhd. undertakes no obligation to update or revise these forward-looking statements to reflect events or circumstances that arise after the date made or to reflect the occurrence of unanticipated events.

O2 Outlet Licensing Package



NO.	ITEM	EARLY BIRD FEE	REMARK
1.	Licensing Fee	RM 30,000.00	Usage of O2 Coffea brand for 3 years only
2.	Training & Project Coordination Fee	RM 10,000.00	
3.	Admin + Advertising & Promotion	5%	On total gross sales excludes SST
4.	Inventory & Spokesman Endorsement Deposits	RM 20,000.00	Refundable after license agreement terminated.
5.	Legal & Stamp Duty	RM 5,000.00	Payable by Licensee.

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Capex Investment



NO.	ITEM	KIOSK		OUTLET (MALL)		SHOPLOT (HIGH STREET)		OUTDOOR OUTLET (TOURISM AREA)	
1.	Store Size	250 - 300 sqft		600 - 700 sqft		1,000 sqft		> 1,200 sqft	
2.	Renovation	RM	80,000.00	RM	100,000.00	RM	130,000.00	RM	160,000.00
3.	Design Fees & Submissions	RM	8,000.00	RM	8,000.00	RM	8,000.00	RM	8,000.00
4.	Furniture	RM	2,000.00	RM	10,000.00	RM	12,000.00	RM	27,000.00
5.	Kitchen & Utensil Equipment	RM	45,000.00	RM	45,000.00	RM	45,000.00	RM	60,000.00
6.	Pos System	RM	5,000.00	RM	5,000.00	RM	8,000.00	RM	8,000.00
7.	Signage Board	RM	5,000.00	RM	7,000.00	RM	7,000.00	RM	7,000.00
TOTAL CAPEX INVESTMENT		RM	145,000.00	RM	175,000.00	RM	210,000.00	RM	270,000.00

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Kiosk Forecast Sales Analysis



	<u>Scenario 1</u>		<u>Scenario 2</u>		<u>Scenario 3</u>	
Average Daily Total Check	100		150		200	
Average Sales Per Check	RM10.00		RM10.00		RM10.00	
Trading Days	30		30		30	
Monthly Forecast Sales	30,000.00	100.0%	45,000.00	100.0%	60,000.00	100.0%
Less : Cost of Goods Sold	12,000.00	40.0%	18,000.00	40.0%	24,000.00	40.0%
Gross Profit	18,000.00	60.0%	27,000.00	60.0%	36,000.00	60.0%
<u>Monthly Expenses</u>						
Rental	3,000.00	10.0%	4,000.00	8.9%	5,000.00	8.3%
Utilities	1,500.00	5.0%	1,500.00	3.3%	1,500.00	2.5%
Labour Cost	6,000.00	20.0%	6,000.00	13.3%	6,500.00	10.8%
Admin + A&P Fees	1,500.00	5.0%	2,250.00	5.0%	3,000.00	5.0%
Others	300.00	1.0%	450.00	1.0%	600.00	1.0%
Total Expenses	12,300.00	41.0%	14,200.00	31.6%	16,600.00	27.7%
Monthly Kiosk EBITDA	5,700.00	19.0%	12,800.00	28.4%	19,400.00	32.3%
CAPEX Investment	145,000.00		145,000.00		145,000.00	
ROI (Months)	25.5		11.3		7.5	
ROI (% / year)	47.2%		106.0%		160.6%	

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Outlet (Mall) Forecast Sales Analysis



	<u>Scenario 1</u>		<u>Scenario 2</u>		<u>Scenario 3</u>	
Average Daily Total Check	120		170		220	
Average Sales Per Check	RM10.00		RM10.00		RM10.00	
Trading Days	30		30		30	
Monthly Forecast Sales	36,000.00	100.0%	51,000.00	100.0%	66,000.00	100.0%
Less : Cost of Goods Sold	14,400.00	40.0%	20,400.00	40.0%	26,400.00	40.0%
Gross Profit	21,600.00	60.0%	30,600.00	60.0%	39,600.00	60.0%
<u>Monthly Expenses</u>						
Rental	5,000.00	13.9%	6,000.00	11.8%	7,000.00	10.6%
Utilities	1,500.00	4.2%	1,500.00	2.9%	1,500.00	2.3%
Labour Cost	6,000.00	16.7%	6,000.00	11.8%	6,500.00	9.8%
Admin + A&P Fees	1,800.00	5.0%	2,550.00	5.0%	3,300.00	5.0%
Others	360.00	1.0%	510.00	1.0%	660.00	1.0%
Total Expenses	14,660.00	40.7%	16,560.00	32.5%	18,960.00	28.7%
Monthly Outlet (Mall) EBITDA	6,940.00	19.3%	14,040.00	27.5%	20,640.00	31.3%
CAPEX Investment	175,000.00		175,000.00		175,000.00	
ROI (Months)	25.3		12.5		8.5	
ROI (% / year)	47.6%		96.3%		141.5%	

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ShopLot Forecast Sales Analysis



	<u>Scenario 1</u>		<u>Scenario 2</u>		<u>Scenario 3</u>	
Average Daily Total Check	150		200		250	
Average Sales Per Check	RM10.00		RM10.00		RM10.00	
Trading Days	30		30		30	
Monthly Forecast Sales	45,000.00	100.0%	60,000.00	100.0%	75,000.00	100.0%
Less : Cost of Goods Sold	18,000.00	40.0%	24,000.00	40.0%	30,000.00	40.0%
Gross Profit	27,000.00	60.0%	36,000.00	60.0%	45,000.00	60.0%
<u>Monthly Expenses</u>						
Rental	6,500.00	14.4%	7,500.00	12.5%	9,000.00	12.0%
Utilities	2,500.00	5.6%	2,500.00	4.2%	2,500.00	3.3%
Labour Cost	9,000.00	20.0%	9,000.00	15.0%	9,000.00	12.0%
Admin + A&P Fees	2,250.00	5.0%	3,000.00	5.0%	3,750.00	5.0%
Others	450.00	1.0%	600.00	1.0%	750.00	1.0%
Total Expenses	20,700.00	46.0%	22,600.00	37.7%	25,000.00	33.3%
Monthly Shop Lot EBITDA	6,300.00	14.0%	13,400.00	22.3%	20,000.00	26.7%
CAPEX Investment	210,000.00		210,000.00		210,000.00	
ROI (Months)	33.3		15.7		10.5	
ROI (% / year)	36.0%		76.6%		114.3%	

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Outdoor Outlet Forecast Sales Analysis



	<u>Scenario 1</u>		<u>Scenario 2</u>		<u>Scenario 3</u>	
Average Daily Total Check	180		230		300	
Average Sales Per Check	RM10.00		RM10.00		RM10.00	
Trading Days	30		30		30	
Monthly Forecast Sales	54,000.00	100.0%	69,000.00	100.0%	90,000.00	100.0%
Less : Cost of Goods Sold	21,600.00	40.0%	27,600.00	40.0%	36,000.00	40.0%
Gross Profit	32,400.00	60.0%	41,400.00	60.0%	54,000.00	60.0%
<u>Monthly Expenses</u>						
Rental	8,000.00	14.8%	10,000.00	14.5%	12,000.00	13.3%
Utilities	3,000.00	5.6%	4,000.00	5.8%	4,000.00	4.4%
Labour Cost	9,000.00	16.7%	9,500.00	13.8%	10,000.00	11.1%
Admin + A&P Fees	2,700.00	5.0%	3,450.00	5.0%	4,500.00	5.0%
Others	540.00	1.0%	690.00	1.0%	900.00	1.0%
Total Expenses	23,240.00	43.0%	27,640.00	40.1%	31,400.00	34.9%
Monthly Outdoor Outlet EBITDA	9,160.00	17.0%	13,760.00	19.9%	22,600.00	25.1%
CAPEX Investment	270,000.00		270,000.00		270,000.00	
ROI (Months)	29.5		19.6		11.9	
ROI (% / year)	40.7%		61.2%		100.5%	

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O2 Food Truck Licensing Package



NO.	ITEM	EARLY BIRD FEE	REMARK
1.	Licensing Fee	RM 15,000.00	Usage of O2 Coffea brand for 2 years only
2.	Vehicle	RM 0.00	Vehicle is provided by Prasper Holdings Sdn Bhd
3.	Vehicle Security Deposits	RM 30,000.00	Refundable upon return of vehicle. Refund amount is subject to assessments for usage & damages.
4.	Training & Project Coordination Fee	RM 10,000.00	
5.	Admin + Advertising & Promotion	5%	On total gross sales excludes SST
6.	Truck Stickers	RM 10,000.00	To be charged for every 2 years
7.	Legal & Stamp Duty	RM 5,000.00	Payable by Licensee.

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O2 Food Truck Operating Expenses Breakdown



NO.	ITEM	MONTHLY CHARGES (RM)
1.	Vehicle Expenses @ RM 100.00 / day	3,000.00
2.	Petrol & Toll	1,000.00
3.	Vehicle Maintenance	220.00
4.	Electricity & LPG Gas	300.00
5.	POS Software Subscription	180.00
6.	Business License / Parking	200.00
7.	Miscellaneous	100.00
	Total Monthly Operating Expenses	5,000.00

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O2 Food Truck Forecast Sales Analysis



	<u>Scenario 1</u>		<u>Scenario 2</u>		<u>Scenario 3</u>	
Average Daily Total Check	100		130		150	
Average Sales Per Check	RM10.00		RM10.00		RM10.00	
Trading Days	30		30		30	
Monthly Forecast Sales	30,000.00	100.0%	39,000.00	100.0%	45,000.00	100.0%
Cost of Goods Sold	12,000.00	40.0%	15,600.00	40.0%	18,000.00	40.0%
Gross Profit	18,000.00	60.0%	23,400.00	60.0%	27,000.00	60.0%
<u>Monthly Expenses</u>						
Vehicle Expenses	3,000.00	10.0%	3,000.00	7.7%	3,000.00	6.7%
Labour Cost	-	0.0%	-	0.0%	-	0.0%
Admin + A&P Fees	1,500.00	5.0%	1,950.00	5.0%	2,250.00	5.0%
Vehicle maintenance	220.00	0.7%	220.00	0.6%	220.00	0.5%
Petrol & Toll	1,000.00	3.3%	1,000.00	2.6%	1,000.00	2.2%
Others	780.00	2.6%	780.00	2.0%	780.00	1.7%
Total Expenses	6,500.00	21.7%	6,950.00	17.8%	7,250.00	16.1%
Monthly Food Truck EBITDA	11,500.00	38.3%	16,450.00	42.2%	19,750.00	43.9%
CAPEX Investment	35,000.00		35,000.00		35,000.00	
ROI (Months)	3.0		2.2		1.8	

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