

# EASY LIFT

*Lifting Higher to Achieve New Heights*

Group 46

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## I. Executive Summery

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### 1.1. Introduction

The business plan of Easy Lift is to be selling its product, which is a 1 tonne hydraulic trolley jack to factories, warehouses and tool shops to begin with. The business operations team is made of six shareholders who are contributing towards the capital of the company to begin the business.

During the first year of the business, Easy Lift is expected to sell 250 hydraulic trolley jacks amounting to €187,178 including VAT in the first year. Business market in Malta is quite large when targeting factories, workshops and storage warehouses to help with their operations. By the first year it is expected to have sold more than half to the most potential customers. By early November of the first year it is expected to reach break-even point. In the second year, the company will target medium to smaller businesses such as automotive garages and for domestic use.

To continue maximising the company's profit in the following years a service can be offered to repair and maintain our product such as servicing to ensure it still works flawlessly. This service is not limited to only our hydraulic trolley jacks but can expand to all hydraulic lifting equipment such as repairing hydraulic bottle jacks all the way to hydraulic forklifts since all these products have the same concept of hydraulics.

## 1.2. Objectives

Easy Lift will start selling its 1 tonne hydraulic trolley jack to workshops, storage warehouses and factories such as Methode Electronic Inc. locally in Malta. After this goal is reached, the company will then focus more on selling the project to medium to smaller businesses such as automotive garages and domestic garages. This will lead to making Easy Lift pass the break-even point and advance to be a profitable company. The following years Easy Lift would like to introduce a service that can be offered to repair and maintain our product but not limited to since the service can expand to all hydraulic lifting equipment.

## 1.3. Key to Success

The main factors that will lead Easy Lift to success are:

- I. From the answers received of the questionnaires sent online, it is noticeable that many potential buyers are interested in the product. It was also noted the use of how the customers will be using the product and where. The questioners have also shown that the customers are willing to pay the price range of €600 - €800, which is where the price of the product lies since each product is project to be sold for €749 including VAT.

- II. The company's hydraulic trolley jack differs from our competitors since it can withstand up to 1 tonne making it very well to hold heavy objects such as tool shop mould which normally weighs between 600kg to 800kg. Besides withstanding more loads than our competitors it is cheaper as competitors who sell like the company's product must get them from abroad, making them increase the price to cover the shipping costs.
- III. It is easy and accessible that can be used by almost everyone. Having said that, using the hydraulic trolley jack the user avoids injuries such as shoulder injuries, knee and back injuries which can be fatal.
- IV. The product requires very low maintenance throughout running operations.

Advantages of these factors:

- I. A fairly priced tool which makes it easier to promote and sell.
- II. Advantage of it being is easy and accessible to be used by almost everyone.
- III. Advantage of low maintenance throughout the product's lifetime.

## 2. Mission, Vision and Culture

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### 2.1. Mission

Easy Lift is a starting company that mainly aims to produce and manufacture a high-quality hydraulic trolley jack withstanding 1 tonne of load on it. According to a fact sheet from the Occupational Safety and Health Administration (OSHA), lifting heavy items is one of the leading causes of injury in the workplace. In fact, more than one-third of all work-related injuries (about 36 percent) involve harm to the shoulder and/or back that often result from heavy lifting.

Our company strives to reduce health injuries from carrying heavy loads on a workplace or in a domestic environment by the use of this product.

### 2.2. Vision

Our vision for the following years is that we reach to everyone in the market segment from big companies to small workshops or garages and even to domestic users. Through feedback, our company can always improve the product to try and have the optimum product people are looking for. Also, our vision is to expand our business and start a service that can be offered to repair and maintain our product but not limited to, since the service can expand to all



hydraulic lifting equipment while also having a shop that supplies hydraulic related parts available for customers.

### 2.3. Culture

Our company does what it does to strengthen the Easy Lift brand and create lasting relationships with the customers. Employees think, invent and communicate openly and honestly to bring creative and innovative equipment to help the community while staying ahead of our competitors. In our company everyone is free to work how it suits him allowing the employees to be without pressure to come up with ideas and be more productive. Due to high standards, it is a priority to embrace creativity and anticipate trends while finding solutions. Taking initiative and work hard are some of our core values.

We focus on customer being first. This is one of our core values that our company withholds dearly because if we don't, we wouldn't be successful. To make sure customers are happy and satisfied, we established an approachable and easy to use website where customer and potential buyers can come in touch with the team, for any answer he is seeking. Being helpful and supportive are also our core values our company reserves. In addition, after selling our product we strive to stay in touch with our clients to receive feedback about the product.

## 3. Company Summary

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### 3.1. Opening Easy Lift

During several meetings between the shareholders, matters regarding start-up of the company Easy Lift were discussed. First of all, an agreement was reached where each shareholder invested the sum of €10,000 which adds up to €60,000 (17%) as capital which were deposited in a new bank account.

The next step was to decide which is the best way to register our company. After evaluating the benefits and disadvantages we decided to register Easy Lift as a Limited Liability company (LTD). This registration makes each shareholder an employee of the company thus it requires us to obtain a PE number and register with the Department of Inland Revenue as an employer. This registration protects each shareholder and raise equity capital. Finally, an agreement was signed to determine who the shareholders will be and what they will be entitled to. This agreement together with the company registration form was handed to the Malta Financial Services Authority (MFSA) and all the necessary fees were paid which costed €245.

After an enquiry was made about the trading license, the result was that a trading is required to trade our current product and any future products which we may produce. This was certified by Mr. Montebello, the Director of Trade Services in Malta (a copy of this can be found in the appendix section). A

trademark licence was also achieved through Industrial Property Registration Directorate within the Commerce Department having to pay a fee of €116.47.

Just like each registered company, taxes have to be paid therefore we applied for the Tax identification number having the company to submit a tax return form once yearly. A registration with the department of VAT was also submitted to make sure that the company is covered legally, and everything is in conformity with the law.

After successfully registering Easy Lift LTD, we sought the requirements in order to obtain a CE Marking for our hydraulic trolley lift, a process in which it declares that our product will comply with all applicable European Community Directives. In order to make sure that the scissor lift is safe, a team of engineers conducted various tests on the product and then issued an 'EC Declaration of Conformity' form, signed by all directors, to the requirements of the directives applicable. The test results and all documentation were put together and the CE was obtained successfully.

- Registry Fee for the Formation of Companies (paper format) €245
- Company name reservation €10
- Trade Mark €116.47
- List of Directors €10

Making the total amount of €381.47 to start-up our company.

## Legislations

Health and Safety at Work etc Act 1974 – This legislation is the primary piece of legislation covering occupational health and safety. As a manufacturing company, it is important to abide with this legislation to maximise health and safety during production. The company must make sure that all employees are adhering to this health and safety act to minimise injuries and near misses. This legislation tackles the following:

- Personal protective equipment is to be worn at all times on the shop floor.
- Using proper technique when handling material to avoid back injuries
- Near misses or accidents must always be reported
- Provision of use work equipment
- Working time regulations

Data Protection Act (2002) – This legislation protects the personal details of the employees. The company will not leak any personal information of any of its employees. Only one employee can have access to this data and thus will be the person responsible for it.

### 3.2. Start-Up Capital for Easy Lift Company

<b>Start-up Capital for Easy Lift</b>		
<b>Statement of Financial Needs</b>		
Total funds needed to start-up the business		140,000
<b>Sources of start-up capital</b>		
Owner's Capital (Equity)		60,000
Informal investors		0
Bank Loan (Long-term liability)		80,000
Government Funds (State/EU Aid)		0
<b>Total</b>		<b>140,000</b>
<b>Dispersal of start-up capital</b>		
Improvements/renovations		1,500
Wages		54,000
Equipment		1,600
Garage Rent		2,550
Van Leasing		4,500
Furniture & Fixtures		700
Working capital		67,500
<b>Total</b>		<b>132,350</b>
<b>Share-holders Equity</b>		
Andrew Zammit	10,000	17%
Karl Curmi	10,000	17%
Wayne Borg	10,000	17%
Daniel Casha	10,000	17%
Quline Spiteri	10,000	17%
David Camilleri	10,000	17%
<b>Total</b>	<b>60,000</b>	

## 4. Marketing Analysis Strategy

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### 4.1. Introduction

The company Easy Lift is going to manufacture hydraulic table lifts to two different target markets, which are industrial and domestic. The main target market will be the Industrial market, where a substantial amount of hydraulic lifts will be sold to factories so help ease their manufacturing process. When our target with the industrial market has been achieved, we then can focus on the domestic market, for example; workshops, supermarkets and so on.

### 4.2. Market Segmentation

As discussed above our main targets are the industrial and the domestic markets. However, we are first targeting the industrial market as there is a higher selling margin as a factory may want to buy 15 hydraulic table lifts at once due to the ergonomics of the lift.

To accommodate all the factory needs, we will set a meeting with the client and if need be, we will modify the design of the hydraulic table lift to suit their needs at an additional cost. Moreover, as a team we discussed that once we have reached our target in the Industrial market segment, we opt to change over to

the domestic section where we will sell our hydraulic jacks to the general public for use, for example, mechanics can opt for a hydraulic table lift to lift a gearbox without injuring his/her back, supermarkets can invest in hydraulic jack lifts to stock isles with ease.

Keeping in mind that in a few years all our market segments will have our product, thus our sales will start to plummet. However, Easy lift will than opt for the opportunity for its future in hydraulic engineering. Hydraulics is vastly used in Malta, in construction, industry equipment and so on. Therefore, we intend of expanding our business and enlisting new clientele by servicing hydraulic equipment and also certifying hydraulic equipment. For instance, fork lifters, and truck tail lifts can be fixed, serviced and certified in house. Learning from these experiences we can also invest in other market segment, car mobility aids, where we can learn and manufacture car lifts to help people with special needs to enter the car/van.

Thus, making our company growth substantial and therefore changing our business from a loss/break even to a profitable company.

#### 4.3. Target Market Segment Strategy

Our main target audience are the industrial factories which will be willing to purchase a few hydraulic table lifts, for example; Methode Malta to lift heavy

loads inside the tool shop and even when mounting the mould to the injection machine. If we look at the needs of the Industrial sector, it is important that our product stands up to all the standards and ergonomics. Therefore, when an industrial company would like to invest in our product, our production manager and sales manager will go on the production line and simulate how the lift will be used. Also, a sample of our product will be given to the customer so that any necessary changes (at an extra cost as we are tailoring to the customer needs and not the original design, however the original design can be opted) to help ease the tasks with the hydraulic table lift can be modified. Therefore, in this way we can always target our client needs. When the hydraulic jack trolley is taken for maintenance, a replacement jack is handed to the client so that all procedures won't be disturbed. With this strategy our customer satisfaction and needs will always be fulfilled.

Another strategy we opt for when we come to the domestic market is that our sales representative will visit garages, workshops and supermarkets and give a demonstration of how the product can ease their tasks and how productivity can be boosted due to the easy use and efficiency of the jack. If requested by the customer, the jack can be modified to suit the customer needs.

#### 4.4. Industry Analysis

By sending emails to various companies and implementing questionnaires, enabled us to collect enough data to understand and study our market. We



noticed that we have a very large market and a few competitors with minor services. Therefore, this places Easy Lift in a very good position in the market and with the right marketing strategies and with satisfying the needs of the customer, Easy Lift will be the sought-after company for hydraulic table lifts of industrial and domestic use.

#### 4.4.1. Competitor Analysis

This is a crucial part of the marketing strategy. With the competitor analysis one can research about the competitors in the market so as to evaluate what makes your product or service unique. Thus, we evaluated our competitors and carefully studied how they advertise and sell their product and what kind of after sales service they offer. In this way we can extrapolate our product so as to attract our target markets. It is also important to regularly implement competitor analysis so that we can manipulate the competitor's weaknesses into our strengths and opportunities so that Easy Lift can always grow, be technologically advanced and always be the preferred choice when it comes to hydraulic table lifts.

#### 4.4.2. Our Competitors

Through the customer analysis we found out that our main competitors aren't specifically focused on hydraulic table lifts but have many other products. We

can take this as an advantage as we are specified on hydraulic table jacks, thus ensuring quality and tailoring to the needs of the customer. Moreover, Easy Lift will be giving an after sales service to the final customer, whilst the competitors only offer guarantee and no after sale service.

### Galdes and Mamo

Galdes & Mamo are situated in Msida Road Birkirkara. The only hydraulic table lift offered is shown in the picture. The lift costs €390.00 which costs less than ours. However, this hydraulic lift can only lift 400Kg. When compared to our lift, there is a huge discrepancy as our trolley can lift 1000Kg. Also, Galdes & Mamo don't offer an after-sale service but only a guarantee.



*Figure 1: Galdes and Mamo hydraulic trolley jack 400kg*

## PTR Machinery

PTR Machinery is situated in Rabat and like Galdes & Mamo, PTR Machinery also sells other products. We sent an email to PTR Machinery to obtain a quote. However, we received an email that they were out of stock. This may be quite concerning as it could be that they are frequently sought for or PTR Machinery is only getting limited stock. Furthermore, this lift only carries 363Kg. Like Galdes & Mamo, PTR Machinery only includes the guarantee as its after sale service.



*Figure 2: PTR Machinery Hydraulic trolley jack 363kg*

## RS Components

RS Components is situated in Birkirkara and we noticed that this competitor prices are very expensive. This lift load capacity is 150Kg and is priced at €801.15. This is more expensive than our product and can only load a fraction of our capacity. This makes us in a very good position. Also like the other competitors, RS Components only provide guarantee as after service unlike Easy Lift with services and maintenance to enhance the reliability and needs of the customer.



*Figure 3: RS Components 150kg Hydraulic trolley jack*

## 5. S.W.O.T Analysis

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### 5.1. S.W.O.T Introduction

Some may ask, what is a S.W.O.T analysis? Well to begin, with a SWOT analysis one can identify the strengths, weakness, opportunities and threats. It identifies the state of the company and it uncovers all the foundations of any product or service. It can help a company grow as the SWOT analysis goes hand in hand with the decision matrix. For example, if a company will launch a new product, it will already predict the strength, weakness, opportunity and threats, therefore helping the company grow and not suffer a downfall.

### 5.2. Strengths

Identifying your company's strengths is very vital as it underlines all the advantages that the company possesses over your competitors. It also helps a company evaluate its necessities, example, if a competitor has high quality products, then your company's manufacturing production line is not a strength as it doesn't manufacture high quality products. As a starting company we adopted this method and discussed our strengths:

- Small Market: Our company's product, is a product that is lacking in the market thus making us very strategic and demanding as not many competitors are going to offer our service when purchasing our product.
  
- Quality: With every unit sold, we are giving 3 years of warranty. This is way more than our competitor. This is because when we source materials for our hydraulic lift, we look for the best quality ensuring the customer that our product will not break down.
  
- Reliability: The best way to market our product is by word of mouth. This happens when a customer is satisfied and will praise our product with other potential customers. Therefore, we strive to continuously improve our product, sales services, after sale service and maintenance so that the customer can always trust in our product for his/her needs.
  
- Price: One might say that €749 including VAT is a hefty price tag for a hydraulic table lift. However, if you compare our product with our competitors one will notice a difference in the specifications. Our competitors lifts will only lift 400kg and 380kg. Moreover, our product can lift 60% more load than our competitors as our hydraulic table lift will lift 1000kg. Therefore, when buying a hydraulic lift table from our company one will notice where all the money was spent, in quality and durability of the materials and pump.

### 5.3. Weaknesses

Everyone perceives weakness as a failure, however people disregard the fact that from weaknesses we can learn and improve our company. However, some weaknesses we cannot learn from them, such as bad reputation with the customer, not keeping up with the schedule maintenance and so on. Therefore, it is important that a company identify its weaknesses so that it can exploit them.

- Our brand: People find it hard to change their provider, so since we are a small and upcoming company, we will find it hard to convince customers to choose our product instead of an already known brand.
  
- After Sale Service: When a customer is still not satisfied after he purchased our product, the customer can get very upset thus spreading negative things upon our company that can potentially close our doors.
  
- Health and Safety: When manufacturing and delivering the product, one must be wearing the proper PPE so that our standards will be held, because one slight mistake can close our doors for inappropriate health and safety standards.

#### 5.4. Opportunities

When looking at opportunities one must look at the strengths of the company and see if one can open up any opportunities. Moreover, one may look at the weaknesses of the company and try to take an opportunity to exploit some of the weaknesses. It is very important that before taking an opportunity one must evaluate clearly its advantages for the future so as the company will always be on the right track.

- Hydraulics: Since we are working with hydraulics, which is one of the most used type of fluid in Malta, we can service other technologies with hydraulics such as tipper trucks, fork lifters and others.
- Changes in the company policy: From time to time the government issues schemes for small businesses to help them grow. We can benefit from this so as to introduce variants of our product example; creating automatic hydraulic table lifts for wheelchairs to get into or out of a car.

#### 5.5. Threats

Threats are very harmful to a company as a slight mishap can easily lead a company to close its doors. Example for a car mechanic business, a main threat is that he is specialised on petrol and diesel cars. With the now increasing



electric cars, this small business may find it hard to invest again in specialised tools and to apply for a course to specialize on electric cars. Some of these threats may be unforeseen thus making it hard for companies to be always aware of threats.

- New competitors: Since we have a small market with few competitors, other entrepreneurs can start a business with more competitive prices and having a better product with better technology.
  
- Factory Staff: Our main market target is factories. A major threat will be, the company may lay off employees thus less hydraulic jacks will be sold.
  
- Economy: Another threat is when the economy slows down and experiences high inflation therefore factories will be discouraged to buy any hydraulic table lifts due to the high prices.

## 6. Strategy and Implementation Summary

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### 6.1. Product

The hydraulic scissor lift was designed after evaluating customer needs and wants. Research on the topic was conducted by all members of the team and data was gathered prior to the construction of the product so as to make sure that customer requirements are met. The scissor lift is intended to be used in two main sectors which are domestic use and industrial use. The product was designed in the most ergonomic way so that everyone will be able to use it in the safest way possible. It can be used in different environments because of its design. Therefore, this will make customers want to buy this product.

### 6.2. Competitive Edge

In order to make sure that we will manage to sell our products, we conducted a market research so that we identify our competitors. We found some local competitors which sell the same kind of products and we also researched how much it will cost to buy the same product from foreign countries. We found out that it is not feasible to buy this product from overseas as the shipping cost will be very high. Based on this research, we eliminated foreign companies from being our competitors.

The hydraulic scissor lift we designed and manufactured was built in the simplest way and we made it a point that it is user friendly. The products operate using a manual hydraulic pump which is the simplest and cheapest way to operate such a lift. This made the selling price of the product less than our competitors. The selling price of the hydraulic scissor lift is that of €635 excluding VAT, becoming €749 Including VAT. The price was based upon customer feedback through the questionnaires we provided to several companies and other potential customers which make use of such equipment and also other individuals who use such equipment for their daily use. From this selling price the company will also be making profit so that we will try to minimise other expenses such as garage rent and marketing.

Apart from the selling of the product, our company will also be offering servicing and scheduled maintenance of the scissor lift for free for the first year from the purchase of the product. With this service, the client will be assured that the scissor lift is always up to standard and safe to be used. This product will be also transported for free to the customer when it is bought. All the mentioned services will make our product better than that of our competitors and this will surely make people and companies buy our product.

### 6.3. Marketing Strategy

#### 6.3.1. Place

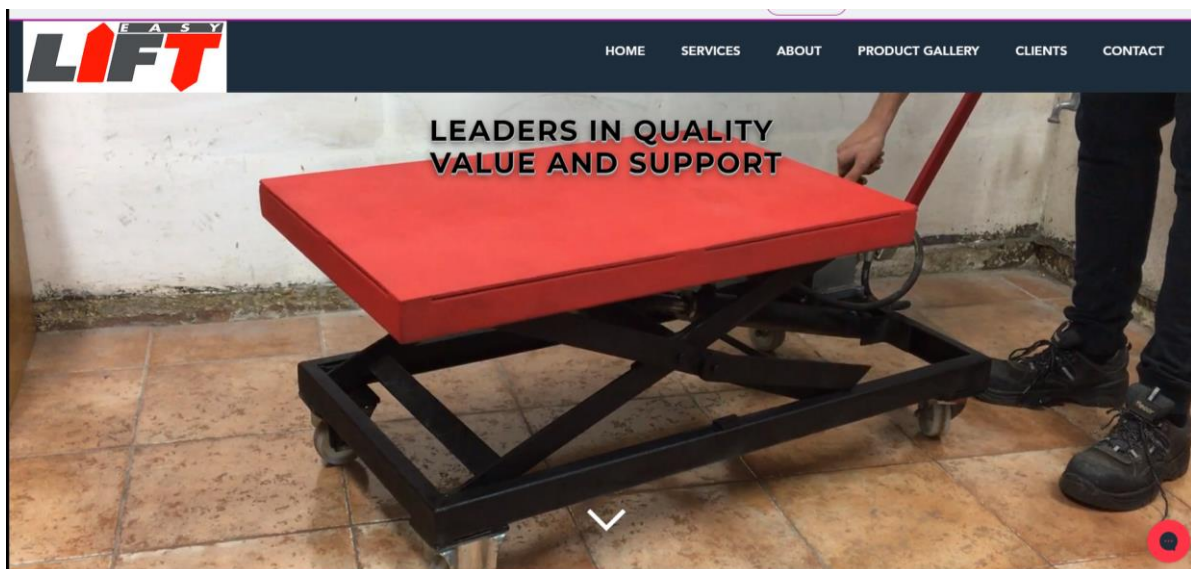
The company will be renting a garage in Qormi. This garage will be used partly for the manufacturing of the scissor lift and also for the sales and storage of the products. Customers will be able to come to our premises and see the product work and test it before purchasing. The garage will be equipped with several power and hand tools in order to make the manufacturing of the product efficient and of a high standard. Having our premises in Qormi is very convenient for our customers since it is in a central area in Malta. Since the garage will be used for manufacturing, storage and sales will make the cost of renting cheaper as renting a bigger place will be much higher. Easy Lift will also be leasing a van so that it can deliver its product in the most efficient way possible to the customer. The company will make sure that it will have scissor lifts ready in time for the customers and will make sure that deadlines are met.

#### 6.3.2. Promotion

Promotion will be a very important aspect for the growth of our company. The company will be promoting its product and service by means of advertisement on newspapers, magazines, business cards and it has also several merchandise

items which has the logo of the company printed on it. The company's van will also have the logo on it. We will be making use of social media as well to promote our product by making a Facebook page and a Twitter account which will all be created by the IT department. People from the IT unit will also create a webpage where we will be displaying our product together with all relevant information and pictures, both of the company and also of the product itself.

### 6.3.3. Website



*Figure 4: Easy Lift website homepage*

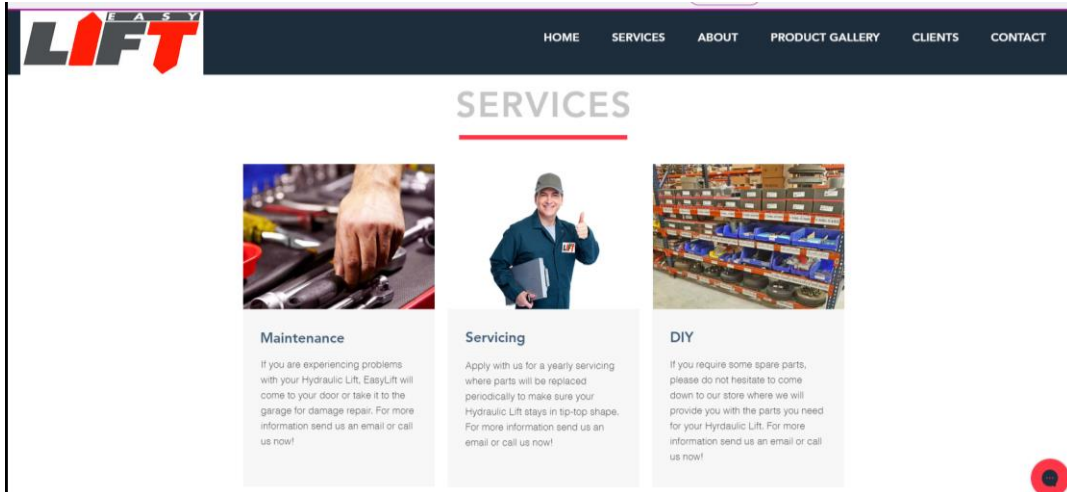


Figure 5: Website services tab

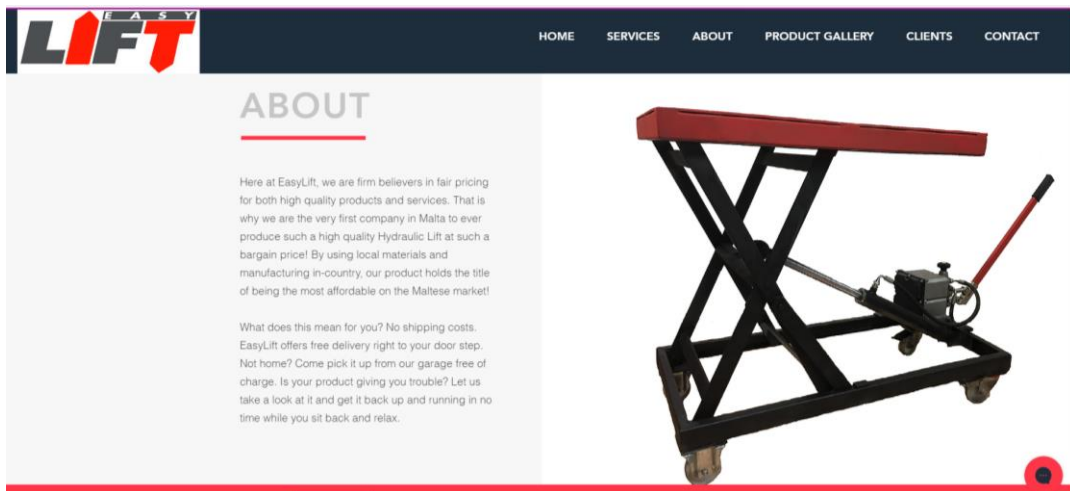


Figure 6: Website company introduction

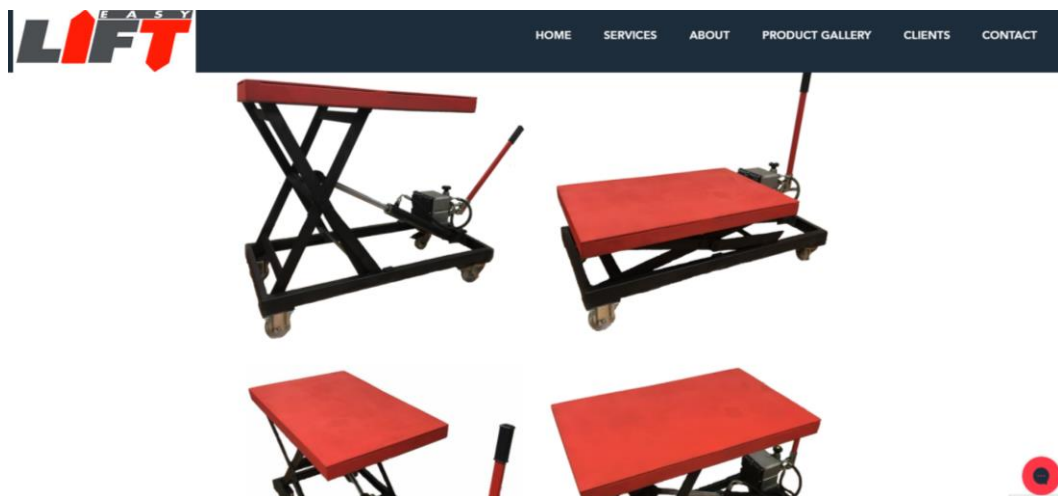


Figure 7: Gallery of the featured product

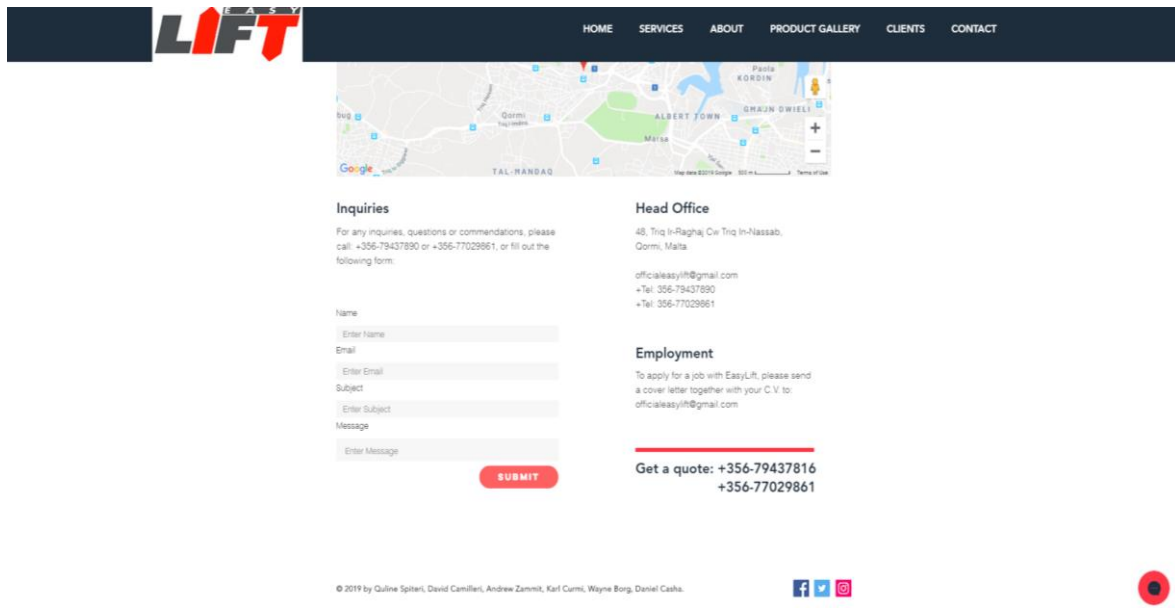


Figure 8: Contact section for customers that want to reach us through website

### 6.3.4. Facebook Page

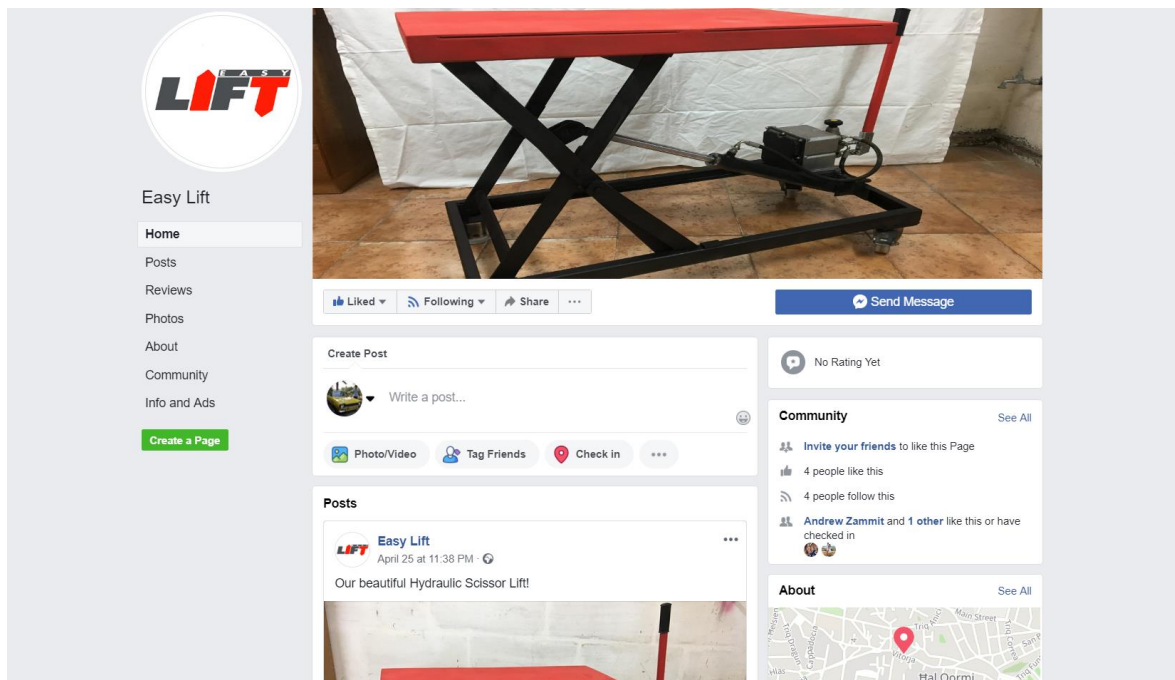


Figure 9: Easy Lift Facebook page

### 6.3.5. Twitter Page

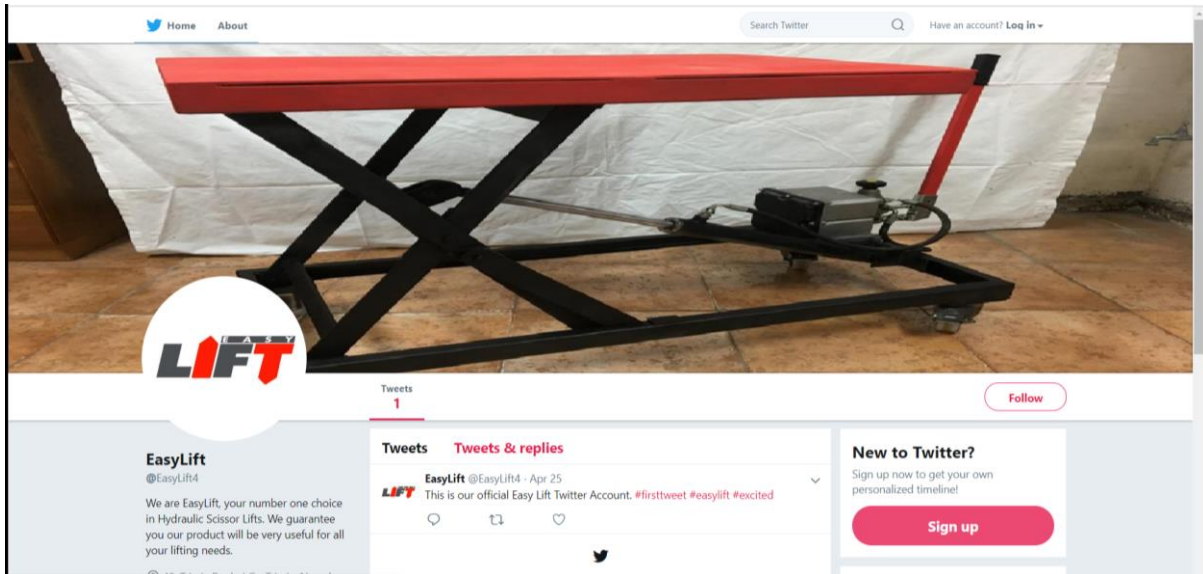


Figure 10: Easy Lift Twitter page

### 6.3.6. Delivery Method



Figure 11: Easy Lift leased van



### 6.3.7. Uniforms



*Figure 12: Easy Lift uniforms*

### 6.3.8. Merchandise



*Figure 13: Easy Lift pens*



*Figure 14: Easy Life notebooks*

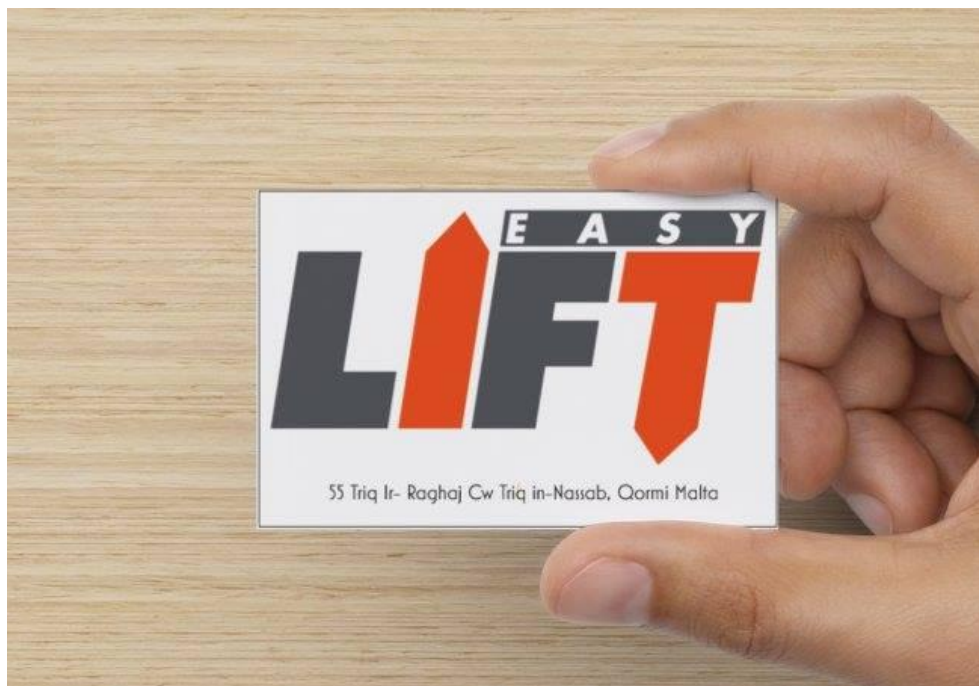


*Figure 15: Easy Lift pen drives*

### 6.3.9. Business Cards



*Figure 16: Easy Lift business card front view*



*Figure 17: Easy Lift business card back view*

6.3.10. Branding



*Figure 18: Branded jack side view*



*Figure 19: Branding the jack top view*

### 6.3.11. People

Each individual plays a very important role in the company. From the production department to the IT, it is important that each department of the company work together to achieve customer satisfaction by giving the customer an excellent service and a product of high quality. Each individual in the firm works hard to make sure its department is working smoothly and always communicates with the other units. Several meetings are held every week to discuss how the process is going and as a team we tackle out any problems that may arise. By using this manufacturing strategy Easy Lift ensures that deadlines are always met, and the product is always delivered to the customer on time. Customer satisfaction is vital for the company to keep its standard and continue to grow. If customers are unhappy, this means that Easy Lift will gain a bad reputation which will tarnish the name of the firm and all the work put into it will be for nothing. Having said that all the members are striving to always improve the manufacturing process in particular and makes it as efficient as possible. This will be a challenge in the beginning as to make an efficient manufacturing process means having high end tools and machinery which will cost a lot of money. Easy lift will make use of various tools of very good quality and high-profile brand in the beginning and continues to improve by time. The company will also be providing the customer with the service of coming to the company's garage and see the scissor lifts and testing them before buying. The customers will get a specification sheet of the product together with details on servicing and prices. A member of the team will be there to help the customers choose the right product for their purpose with the right attitude.

#### 6.4. Sales Strategy

- Providing free servicing of the scissor lift for 3 years upon the purchasing of the product.
  
- Providing free delivery.
  
- Enabling customers to test the product before purchasing.
  
- Giving free merchandise with the product.
  
- 3-year warranty on parts and labour

##### 6.4.1. Sales Forecast

Easy Lift will start operating on the 20th of January 2020 by producing and selling Hydraulic Scissor Lifts. Easy Lift will be operating in a leased garage in Qormi. The aim of the company will be of manufacturing high quality products, with a competitive price and offering the best service to the client and hence making him/her buy the product. For the first year the aim of Easy Lift is to sell 250 products and gradually increasing these sales every year.

According to the forecast presented by the Director of finance and Accountancy Mr Andrew Zammit, based on the mentioned unit sales, Easy Lift is expected to

generate €158,625 EXC VAT from sales. The cost of goods to produce the 250 products will amount to €67,600. The company will also have other expenses such as fixed and variable costs which will be that of €69,440. Therefore, Easy Lift will be making a profit total of €14,095 after Tax.

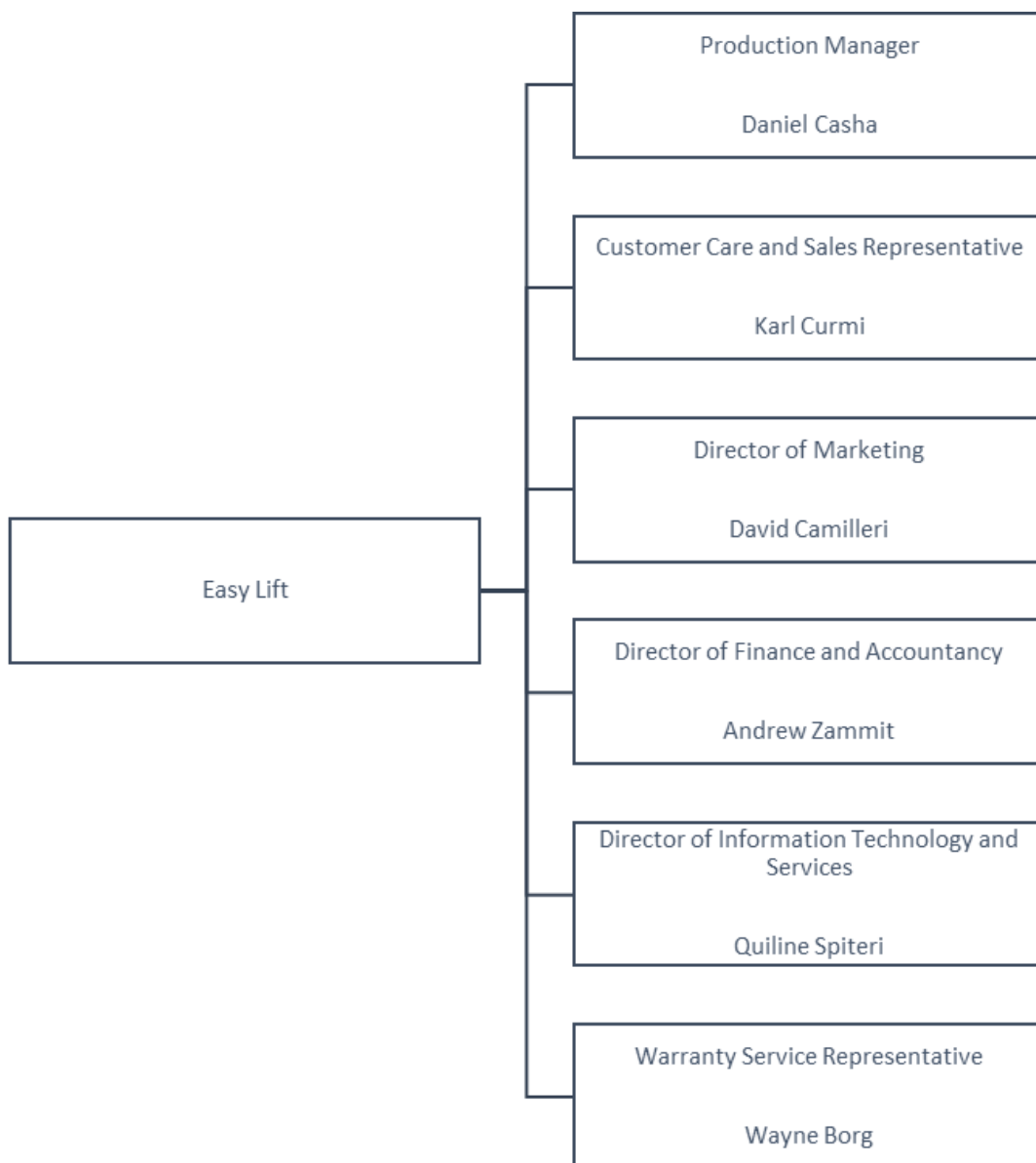
*Detailed sales forecast and other financial data is found in the appendices section.*

## 7. Management and Operations Summary

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### 7.1. Organisational Chart

Easy Lift follows the following organisational structure so that the company has top service and management.





## 7.2. Company Shareholders

### Daniel Casha

*Production Manager*



Daniel is a graduate in Mechanical Engineering, and he is the mind behind our hydraulic scissor lift idea, which developed into our first product. This is not the only project Daniel originated and created in previous years while studying engineering. He also created other products for similar sectors such as a flexible and moveable metal bender to mention one, which may lead to company expansion later. Daniel is very knowledgeable where it comes to designing parts and 3D models on a software, tools and machinery, materials and fabrications making him suitable for the given position. He will supervise production of the product, quality and delivery of the products.

David Camilleri

*Director of Marketing*



David is the director responsible for the marketing and advertising of the company. David is a graduate in Networking and Communication where he can determine and identify which advertisement strategy is the most suited for our products by means of social media. Also, thanks to his experience as an advertisement assistant with Camilleri Group, he can determine the targets of the company and leads it to greater opportunities.

Andrew Zammit

*Director of Finance and Accountancy*



Andrew was selected for this role due to his experience in the business environment. He started his own business in the beginning of his adult years. He opened a garage that does and modifies custom bikes and been successfully running it himself for the past six years. His role in this company will be crafting the company's financial strategy, doing financial planning and conducting budgets where he excels since he does these for his business.

Karl Curmi

*Customer Care and Sales Representative*



With great experience at Methode Electronics Inc. as customer quality assurance responding to clients like Ford Motor Company and Volkswagen Group, Karl is the most suitable for this job. His responsibility in our company will be dealing with customers, attracting them by answering certain queries related to our products. Other responsibilities Karl will have, are processing orders and getting feedback. All in favour to fulfil our customer needs, ensuring great customer satisfaction.

Wayne Borg

*Warranty Service Representative*



Wayne is responsible for the warranty service, which is going to be a service for repairing and issues customers might have with the product after sales. Also, by using alerts to customers, one can schedule a preventive maintenance checks by this service. Wayne has a lot of experience in repair and maintenance at Methode Electronics Inc's tool shop since he has been working there from his apprenticeship making him the most suitable for this position.

Quline Spiteri

*Director of Information Technology and Services*



Quline is a graduate in Networking and Communication and website making is his cup of tea. His responsibility in the company will be, managing, editing and keeping up to date our product website.

### 7.3. Personnel Plans

Since Easy Lift Ltd is a new company, it is expected that in the first year, costs will be high when compared to the number of units being produced. This is due to the fact that the company is required to invest money in material, equipment, building, etc. Apart from this, there are still high expenses which need to be addressed such as the wages of the six employees, which will amount to €54,000 including the two full-time and four part-time workers. The shareholders have agreed that they will not receive any dividends in order to help the company grow and have a constant liquidity in order to keep production functioning.

To achieve the sales objective target for the first year, the firm will incur €69,680 in Variable Costs (€278.27 variable cost each unit produced). Such variable costs include cost of production, office supplies, etc. As stated above the company will have a cost of €54,000 in Salaries (Fixed Costs) whilst the remaining sum amounting to €15,440 will cover the remaining business expenses such as rent, water & electricity, advertising, etc. This will bring the total amount of expenses up to €69,440.

Given that manufacturing & automotive industry is constantly expanding in Malta, the company is interested in expanding its operations after the initial year. Several significant positive feedbacks have been received from the private sector as well as the supermarket industry through questionnaires, clearly showing the demand for the hydraulic trolley jack in the mentioned industry. Therefore, Easy Lift Ltd will start supplying this sector as well. Easy Lift Ltd is

currently operating out of a rented building and will continue to rent the premises for the coming years, after which we have planned to potentially purchase a fully owned building. This will possibly be done if the company continues to grow in the future, and after which the initial bank loan will be paid. Apart from the salary expenses, other fixed expenses will on average remain the same (Rent, Advertising etc).

The Director of Finances has carried out a sales forecast in which the targeted sectors are:

- Manufacturing industry
- Supermarket industry
- Mechanic garages
- Domestic & personal use

With these sectors in mind we have forecasted that in the first year we are able to sell a total amount of 250 units, which in turn will generate a total revenue of €158,625. Therefore, with expected rise in sale of 20% the company will raise its revenue to €190,350 by selling 300 units.

(All the above revenues are before VAT)

In the third year of operation, the company is expecting to maximise its returns. This is due to fact that we are expecting another rise in sales of 10% which will



further increase the total units sold to 330. This will increase the company's generated revenue up to €209,385. The mentioned increase in sales will help the company to improve its status and it will also aid in investing in new products and services. Since all the six shareholders have contributed an equal amount of money in order to help start the company, (€10,000 each amounting to €60,000) each of them has an equal share. The shareholders have agreed that in order to reduce the cost of wages, only two workers will work on a full-time basis and the rest will be on a part-time basis.

#### 7.4. Physical Location

Our operation premise is located in Qormi. Expenses in the beginning might seem high and are a bit risky, so one must be careful with the money. We have decided to rent a ground floor level garage of 100sqm but has fully refurbished users. This floor is to be divided into three parts. One of these three is to be used to manufacture and work to produce the hydraulic trolley jack. The second room is to be used as an open office where the employees can do their work and lastly, the third part is converted to a small showroom where we promote and show case our product. This location was chosen because it is central and is accessible by everyone.

## 7.5. Inventory, Production and Quality Assurance

Our company shareholders have a lot of experience in the manufacturing world. A quote that we shall abide by is, "Quality is doing it right when no one is looking." - Henry Ford. This quote sums up our quality assurance that we will be handing out with our final product. In order to be successful and generate a profit, we must always control our final products to ensure safety and satisfaction of the customer. One mistake can ruin our branding, thus we shall abide with the International Standards for Originations (2019).

To ensure quality, new employees will be given the necessary training and will be placed on a training program together with experienced employees so that they can learn the tools of the trade. Furthermore, after a period, all employees will be given a refresher course so as to keep in mind the vision of the company and the importance of quality. Moreover, care points will be introduced with every step of the build so that the employees can have a reference to clear instructions and relate any trouble shooting. A very important step is to adopt a just-in-time system in the company, meaning that units will be produced against customer needs. So, for example if the customer needs 10 hydraulic lifts, only 10 hydraulic jacks will be produced.

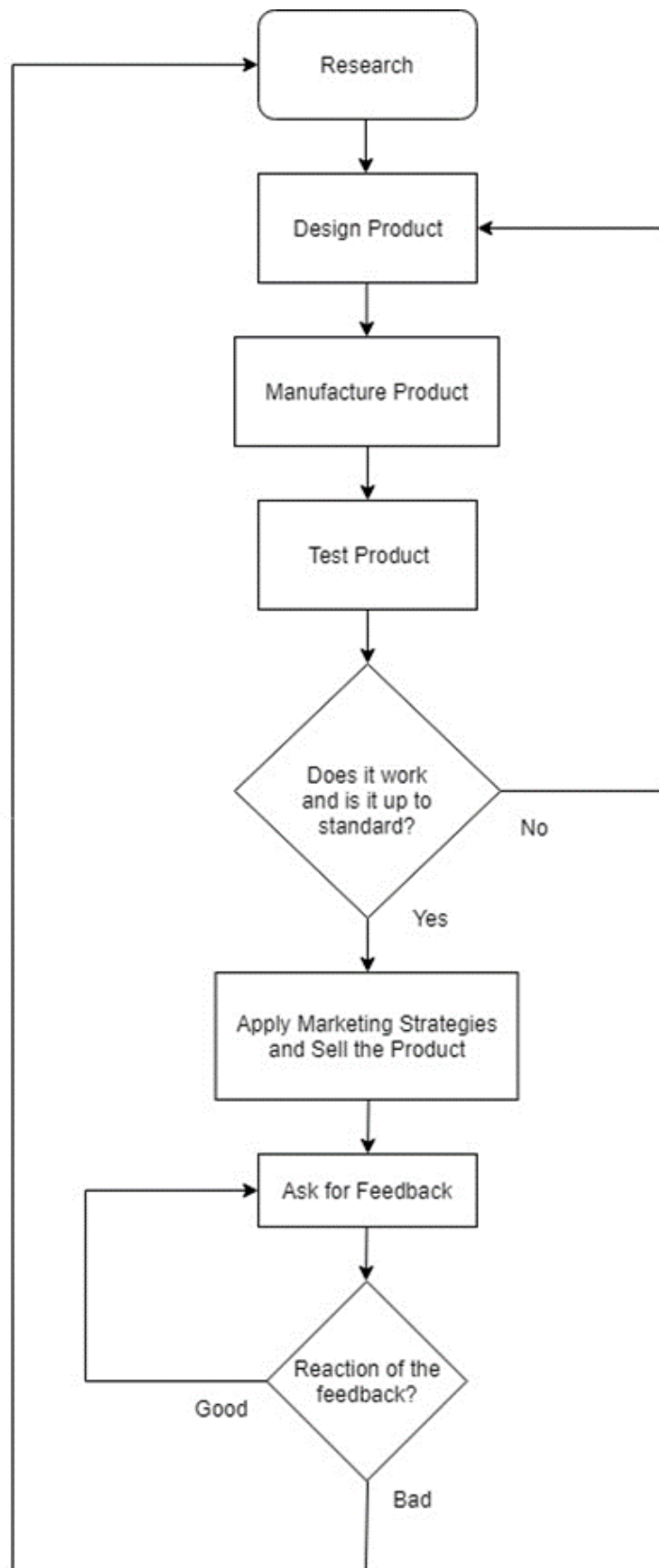
The hydraulic jack's quality will be closely measured and tested. This eliminates inventory of hydraulic jacks. If any hydraulic jacks are placed in inventory, quality is at risk as the O-rings of the motor will start to degrade and extra added values will have to be implemented, thus the profit margin will be slim to none. It is

also important to hear what the employees have to say about our implementation, therefore with every station an employee can write his/her opinions on how we can make our implementation better thus improving the quality of the product.

It is also important that our secondary suppliers for the hydraulic pumps and other materials are up to standard and audits to the suppliers will be implemented to ensure they have the right certifications and standards.

Moreover, internal audits will also be conducted to reduce any chances of mishaps with the final product and more importantly with the final customer. We shall not forget that we have a dedicated End of Line area where the hydraulic lift will be tested to handle any needs of the customer, thus making sure that when the hydraulic lift will arrive at the customer, it will always excel in the customer needs. Therefore, our quality will be closely monitored, and improvements will be done to our product and manufacturing lines to always tailor to customer needs and provide safety and quality with every unit sold.

### 7.5.1. Production Process



## 8. Financial Plan

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### 8.1. Introduction

The product that we are offering will require specialised machinery and tools in order to be able to produce such product along with the raw material needed, therefore the six shareholders have decided to invest €10,000 each to make a capital of €60,000 and along with this we have decided to take out a loan of €80,000. This will allow Easy Lift Ltd. to have a sufficient flow of cash in order to keep to company afloat through the first couple of years.

<b>Share-holders Equity</b>		
Andrew Zammit	10,000	17%
Karl Curmi	10,000	17%
Wayne Borg	10,000	17%
Daniel Casha	10,000	17%
Quline Spiteri	10,000	17%
David Camilleri	10,000	17%
<b>Total</b>	<b>60,000</b>	

*Figure 20: Shareholders Equity Distribution and Share of Company Percentage (%)*

## 8.2. Important Assumptions

The market research we have conducted establishes that the main target for our product will be large manufacturing companies. Due to the growth of the Maltese economy, large factories and warehouses are willing to purchase our product and with this growth we expect to have a larger customer span.

The second assumption is that companies will invest in such a product due to the fact that it will make it easier for operators, technicians and other workers to transport larger objects such as moulds, parts, materials, etc. and with the available aspect of the hydraulic trolley jack being able to lift the load to the desired height will also prevent any safety risks to the workers and also prevent any health issues which may be induced by heavy lifting.

The next assumption made is that our product is not only sold for industrial use, but we can also generate sales by selling to supermarkets as it could be used in their warehouses. We are expecting a massive increase from this sector due to the high number of supermarkets in Malta.

We are also expecting an increase in sales from the domestic sector, this assumption is done that since our product could be used to lift heavy objects such as stocking shelves.

Another assumption taken is that our product could also be used for small business such as mechanics in order to help them lift and move heavy objects such as engines, gearboxes, etc. This would also make it easier for them to be able to work on it since it is easily movable. There are currently a lot of mechanics in Malta and with the growing number of cars, and other vehicles we are expecting a growth rate also in this sector.

We also assumed that in the first-year the budget was done in a realistic and achievable manner by the Director of Finance. We are expecting that sales will start to rise between January and May. After this period we are expect a drop-in sales until June due to the fact that a large portion of the manufacturing industry will be undergoing audits therefore, they will reduce their expenditure. The second drop in sales that we are expecting is in December, since people looking to purchase our product for domestic use will refrain to do so during the holidays as they will have other expenses to incur.

We plan to reach our target of 250 units sold. Once this target is achieved it will allow us to invest in more projects in the future as well as establish a constant income and eventually generate a profit. We are expecting a rise of 20% in sales in second year and another growth of 10% in the third year.

### 8.3. Break Even Point

The breakeven point (BEP) is used in most companies in order to be able to determine the time it takes to launch new products in order to establish the time and volume it will take the company to be able to make have a return on their investment.

#### Variable Cost per Unit

$$\text{Variable Cost per Unit} = \frac{\text{Variable Cost}}{\text{Number of Units Produced}}$$

$$\text{Variable Cost per Unit} = \frac{69680}{250}$$

$$\text{Variable Cost per Unit} = \text{€}278.72$$

#### Fixed Cost per Unit

$$\text{Fixed Cost per Unit} = \frac{\text{Fixed Cost}}{\text{Number of Units Produced}}$$

$$\text{Fixed Cost per Unit} = \frac{76854}{250}$$

$$\text{Fixed Cost per Unit} = \text{€}307.42$$

#### Contribution



$$\text{Contribution} = \text{Selling Price} - \text{Variable Costs}$$

$$\text{Contribution} = 635 - 278.72$$

$$\text{Contribution} = \text{€}356.28$$

### Break Even Point

$$\text{Break Even Point} = \frac{\text{Fixed Costs}}{\text{Contribution}}$$

$$\text{Break Even Point} = \frac{76854}{356.28}$$

$$\text{Break Even Point} = 216 \text{ Units}$$

### Momentary Break Even Point

$$\text{Momentary BEP} = \text{Selling Price} * \text{Units Required for BEP}$$

$$\text{Momentary BEP} = 635 * 216$$

$$\text{Momentary BEP} = \text{€}137160$$

We have conducted a Break-Even Point (BEP) for our company and this was done with the help of the sales forecast. From the research we have conducted we have established that we will break even in Early-November after we have produced and sold 216 units

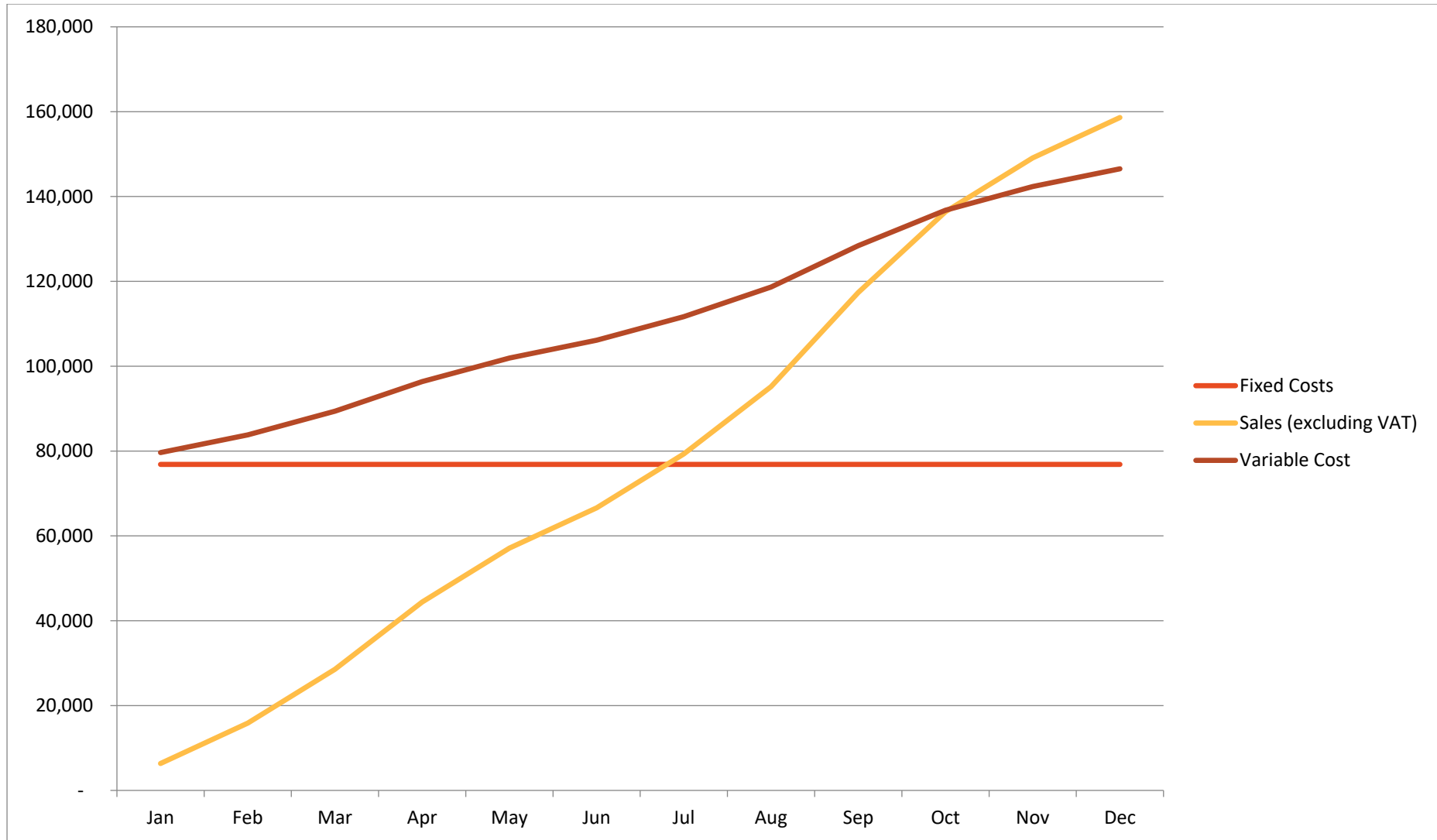
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Fixed Costs</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>
<b>Sales (excluding VAT)</b>	6,345	9,518	12,690	15,863	12,690	9,518	12,690	15,863	22,208	19,035	12,690	9,518
<b>Variable Cost</b>	2,787	4,181	5,574	6,968	5,574	4,181	5,574	6,968	9,755	8,362	5,574	4,181
<b>Total Cost Accumilative</b>	<b>79,641</b>	<b>81,035</b>	<b>82,428</b>	<b>83,822</b>	<b>82,428</b>	<b>81,035</b>	<b>82,428</b>	<b>83,822</b>	<b>86,609</b>	<b>85,216</b>	<b>82,428</b>	<b>81,035</b>
<b>Profit/Loss</b>	- 73,296	- 67,960	- 60,844	- 51,949	- 44,834	- 39,497	- 32,382	- 23,487	- 11,035	- 361	6,754	12,091

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Fixed Costs</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>
<b>Sales (excluding VAT)</b>	6,345	15,863	28,553	44,415	57,105	66,623	79,313	95,175	117,383	136,418	149,108	158,625
<b>Variable Cost</b>	2,787	6,968	12,542	19,510	25,085	29,266	34,840	41,808	51,563	59,925	65,499	69,680
<b>Total Cost Accumilative</b>	<b>79,641</b>	<b>83,822</b>	<b>89,396</b>	<b>96,364</b>	<b>101,939</b>	<b>106,120</b>	<b>111,694</b>	<b>118,662</b>	<b>128,417</b>	<b>136,779</b>	<b>142,353</b>	<b>146,534</b>
<b>Profit/Loss</b>	- 73,296	- 67,960	- 60,844	- 51,949	- 44,834	- 39,497	- 32,382	- 23,487	- 11,035	- 361	6,754	12,091

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Fixed Costs</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>	<b>76,854</b>
<b>Sales (excluding VAT)</b>	6,345	15,863	28,553	44,415	57,105	66,623	79,313	95,175	117,383	136,418	149,108	158,625
<b>Variable Cost</b>	79,641	83,822	89,396	96,364	101,939	106,120	111,694	118,662	128,417	136,779	142,353	146,534
<b>Profit/Loss</b>	- 73,296	- 67,960	- 60,844	- 51,949	- 44,834	- 39,497	- 32,382	- 23,487	- 11,035	- 361	6,754	12,091



#### 8.4. Projected Profit

After the first year of operation, Easy Lift LTD still managed to generate a profit of €7,703 after the 35% of Corporate Tax even though we had high costs and expenses. The total expenses amounted up to €79,274 of which the highest amount was the wages amounting up to €54,000.

In the first the company managed to produce a total of 250 units in which the total cost of production amounted up to being €67,000. This meant that with each unit sold we made 135% mark up.

*Detailed Profit & Loss of Easy Lift Limited for 2020 can be found in the Appendices Section.*

The following year, the company is expecting a 20% growth in sales this will amount to selling 300 units. This will furthermore increase the total cost of production to €81,000. In the second year we are not expecting to improve any salaries in order to furthermore stabilise the company's accounts. Therefore, this will leave a net profit of €19,705 after corporate tax. During the third year, us as a company will be looking to further improve our sales by another 10% which will bring the total number of units sold up to 330 units. This will generate a revenue of €212,558 excluding cost.

We have forecasted a profit of around €34,390. This profit further help in order to invest in new products and machinery in the foreseeable future.

#### 8.5. Projected Cash Flow

It was discussed and decided by all the shareholders that during the first 5 years of operation none of the said shareholders will receive any dividends, this was done in order to let the company benefit by having enough liquidity to operate freely. This will also benefit the shareholders due to increase liquidity and therefore the dividends will be greater.

*Detailed Projected Cash Flow of Easy Lift Limited for 2020 can be found in the Appendices Section.*

During the first year we are expecting to see a prominent increase in the company's bank account. This will continue to increase until the end of the year when it reaches €164,851.

In order to get the most exposure for our company we have decided to invest €4,860 in marketing and advertisement. This will also include a small kit sponsorship of a local football club. By doing this we improve the company's image and also get our brand out there. This sponsorship will cost us €600 a year. In order to further advertise our company and product we have decided

to advertise on local magazines and newspapers. This will increase our outreach to improve the domestic sector.

#### 8.6. Projected Balance Sheet

The company is expected to have a total of €3,560 in non-current assets in the first year. These will be distributed by having €2,200 in the building we are renting and a further €1,360 in the equipment and machinery that was purchased in order to manufacture our product.

*Detailed Projected Balance Sheet of Easy Lift Limited for 2020 can be found in the Appendices Section.*

On the other hand, we will have a total of €170,467 in current assets this will include the debtors/receivables which will amount to €5,615 and a total of €164,851 in the bank under the company's name. The total value of assets in the first year is €174,02.

As stated before, in the first year, the six shareholders agreed to invest a total of €60,000 in the company. This will also be the total owner's equity. The total non-current liabilities amounts to €85,290 with the major contributor to this figure will be the bank loan which is listed as a long-term liability.

The company will also have a VAT return of €16,560 which will make up to the majority of the current liabilities. The total liabilities & owner's equity will amount to €166,055.

This will mean that during the first year we will have a discrepancy of €7,972 favouring the total assets.

## 8.7. Business / Accounting Ratios

### Gearing Ratio

$$\text{Gearing Ratio} = \frac{\text{All Loans + Overdrafts}}{\text{Shareholders' funds}} = \frac{73,439}{60,000} = \frac{1.22}{1:0.95}$$

Since Easy Lift LTD has a 10-year loan of €80,000 (non-current liabilities), the resulting gearing ratio is 1.22. This indicates that the organisation is at risk if the long-term loan is not paid, hence is not obliged to pay creditors interest on amounts borrowed.

### Liquidity Ratios

### Current Ratio

$$\text{Current Ratio} = \frac{\text{Current Assets}}{\text{Current Liabilities}} = \frac{170,684}{20,764} = 8.22$$

The current ratio indicates a line in which the industry average or slightly higher is generally considered acceptable. If the current ratio is lower than the industry average this will indicate a higher risk of distress or default.

### Quick Ratio

$$\text{Quick Ratio} = \frac{\text{Current Assets Excl. Stock}}{\text{Current Liabilities}} = \frac{170,467}{4,204} = 40.55$$

The quick ratio is calculated very similar to the Current Ratio. But the closing stock has been reduced from the Current Assets value.

### Profitability Ratios

#### Gross Profit Margin

$$\text{Gross Profit Margin (\%)} = \frac{\text{Gross Profit}}{\text{Sales}} = \frac{91,125}{158,625} = 57.4\%$$



The Gross Profit margin will compare to Sales (Proceeds) made in percentage. This therefore contrasts the percentage of revenue that remains after deducting the costs for goods sold. This is one of the financial metrics utilised to determine the financial health of a business. Results indicate a 57.4%, hence showing a positive financial position which serves as the main source to pay additional business expenses.

### Net Profit Margin

$$\text{Net Profit Margin (\%)} = \frac{\text{Net Profit}}{\text{Sales}} = \frac{11,851}{158,625} = 7.47\%$$

Net Profit Margin plunged to 7.47%, the indicates the Easy life limited is considered very high compared to Sales achieved. Given that it is the first year of operations, shareholders were advised to that such thing would happen.

### Cost of Labour

$$\text{Cost of Labour (\%)} = \frac{\text{Cost of Labour}}{\text{Sales}} = \frac{54,000}{158,625} = 34.0\%$$

This formula calculates the cost of labour when compared to the Sales. Results show a 34.0%, therefore this indicates that a considerable amount of labour expenses when compared to Sales.

### Return on Capital Employed

$$\text{Return on Capital Employed (\%)} = \frac{\text{Net Profit (after tax)}}{\text{Capital employed}} = \frac{7,703}{153,480} = 5.02\%$$

The return on capital employed tries to highlight companies producing generous returns through attractive operational assets but without the aid of financial gearing. The company's ROCE is 5.02%.

### Return on Total Assets

$$\text{Return on total assets (\%)} = \frac{\text{Operating Profit (before tax)}}{\text{Total Assets}} = \frac{11,851}{174,244} = 6.80\%$$

Return on Assets (ROA) is a type of return on investment (ROI) metric that measures the profitability of a business in relation to its total assets. The company's ROA is 6.8%.

### Debtor Turnover

$$\text{Debtor turnover} = \frac{\text{Sales}}{\text{Debtors}} = \frac{158,625}{5,615} = 28.2$$

This ratio throws light on the effectiveness of the business in utilising its working capital blocked in debtors. The company's debtor turnover is 28.2.

### Stock turnover

$$\text{Stock turnover} = \frac{\text{Sales}}{\text{Stock}} = \frac{158625}{217} = 730.99$$

This is a ratio to determine that the amount of stock in hand is not exceeding the financial turn over. The company's stock turnover is 730.99.

### 8.8. Improvement Flow

During the design phase, the hydraulic scissor lift was designed using a modern design method which is Autodesk Inventor. Using software such as this enables us to edit and do any modifications required on the design at any time and with ease. During the evaluation of the initial design, as a team, we decided to do modifications to improve our product such as:

- The table of the scissor was initially designed to be fixed. This was improved by the engineering team and bearings were used so that the table can move in the x-axis so that it will be easier to work on and adjust it how the operator requires.

- A handle was designed so that the trolley can be easily moved around. The handle was not fixed and thus can be disassembled and assembled again in an easy way by the customer.
  
- Another Improvement was done on the aesthetic look of the scissor lift. The first idea was to paint the product all with the same colour. This was then changed, and the table of the lift was to be painted red so that it will be more appealing since red is a bright colour.
  
- The wheels of the scissor lift were also changed from the initial design. Since this scissor lift can be used for different purposes, the wheels were chosen to be durable and can move easily on different surfaces (smooth or uneven). The wheels can also support certain amount of weight on them and the wheels fitted on each lift depends on what the customer wants.

As a general design consideration, we decided that the scissor is easy to assemble and disassemble. This consideration was taken so that the customer can replace defected parts easily. This also makes servicing and maintenance of the lift more easily. The lift was also designed to be operated and used by everyone. It uses a manual hydraulic pump which is the easiest and simplest of systems, to operate such a lift.

## 8.9. Safety

It is extremely important that the product is safe to use and must have all the necessary safety features. Although the product is tested for failure and an FMEA is done, it is still important to implement safety features. If an accident happens during operation and the product does not have the required safety features, the company is responsible for this. To eliminate such situations, Easy lift designed the scissor lift with the following safety features.

- Safety bar – This bar is attached to the arms of the lift. When the lift is at the maximum height, this bar latches onto the base and prevents the lift to fall in case hydraulic fails or is drained from the system.
  
- Safety Stickers – Hazard warning stickers and care points are both written down on the manual of the product and stickers are stuck to the product. These stickers are used to warn customers so that injuries are avoided.
  
- Brakes – All the wheels of the scissor lift are equipped with brakes so the scissor lift can be restrained not to move when necessary especially when being used on a sloped surface.

### 8.10. Cost Price per Unit

Easy Lift Hydraulic Trolley Jack		
Purchased Items		
Item	Shop	Cost (€)
Hydraulic Pump	Vella Mechanical Services Limited	211
Hydraulic Pipes	Vella Mechanical Services Limited	16.9
Metal Channels	Paul Magri	16.49
Bearings	ATI Supplies Limited	18.88
Paint Sprays	Tower Ironmongery	5
Bolts, Nuts and Washers	Tower Ironmongery	1.5
Total:		269.77
Rounded to:		270

*Figure 21: Table showing the total amount cost per unit*

*Quotations and receipts can be found in the Appendices Section.*

## 9. Funding Requests and Exit Strategies

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### 9.1. Funding Requests

In order to start up the company and have some funds, each shareholder invested a sum of €10,000 thus a total of €60,000 were invested. Apart from the investment of the shareholders, Easy lift took a loan of €80,000 euros with a payback period of 10 years. Therefore, the company took a total of €140,000 to start up. This investment was used to buy all the necessities for production, including tools, machinery, material to produce the hydraulic trolley jack. In addition, this money also helped the shareholders to fund the rent of the garage, lease a van for delivery and also other variable costs as already mentioned.

### 9.2. Exit Strategy

During the discussions and construction of the company all the shareholders agreed on various exit strategies to be signed and implemented in case the business fails or something goes not as planned:

- Selling the business in the open market: In case the business collapses, the business is listed up for sale in the market. Although it might be difficult to sell, this will at least give something back to all shareholders.

- Liquidation: Although this strategy does not give a lot of return of investment, it is suitable for our company especially during the first years as at least it enables the shareholders to sell the assets and the business could be wound up very quickly.
  
- Buy Back Guarantee: This enables the company to return unwanted stock which is still unopened to the supplier. When a deal with a supplier is set, this is always included and signed by the supplier. This is ideal so that unwanted stock will not be wasted and also make space for new stock.
  
- The final strategy involves the shareholders: If one of the shareholders decides to quit the company, he may sell his share to only one of the other shareholders or the others can buy and split his share. This was agreed so that the company remains in the hands of the desired shareholders who put effort and sacrifice to start this company.

### 9.3. Milestones

The shareholders of Easy Lift have set up several objectives for the future of the company:

- Increasing more sales every year.
- Increase the market Globally and export the product.
- Have bigger premises to operate from.



- Offer more services concerning hydraulics such as lifts, gantries, presses and more.
- Produce more variations of the scissor lift while also produce different types which are still hydraulic related products.

## 10. References

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### 10.1. Projected Sales Forecasted for Easy Lift 2020

Projected Sales forecast for Easy Lift													
12 Month Sales Forecast													
Fiscal Year Begins:	Jan-20												
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Total
Hydraulic Trolley Lift Units Sold	10	15	20	25	20	15	20	25	35	30	20	15	250
Cost price per unit	270	270	270	270	270	270	270	270	270	270	270	270	67,500
Mark-up 135%	3,645	5,468	7,290	9,113	7,290	5,468	7,290	9,113	12,758	10,935	7,290	5,468	
<b>Total selling price excluding VAT</b>	<b>6,345</b>	<b>9,518</b>	<b>12,690</b>	<b>15,863</b>	<b>12,690</b>	<b>9,518</b>	<b>12,690</b>	<b>15,863</b>	<b>22,208</b>	<b>19,035</b>	<b>12,690</b>	<b>9,518</b>	<b>158,625</b>
VAT @ 18%	1,142	1,713	2,284	2,855	2,284	1,713	2,284	2,855	3,997	3,426	2,284	1,713	28,553
<b>Hydraulic Trolley Lift Total</b>	<b>7,487</b>	<b>11,231</b>	<b>14,974</b>	<b>18,718</b>	<b>14,974</b>	<b>11,231</b>	<b>14,974</b>	<b>18,718</b>	<b>26,205</b>	<b>22,461</b>	<b>14,974</b>	<b>11,231</b>	<b>187,178</b>
Monthly Total	7,487	11,231	14,974	18,718	14,974	11,231	14,974	18,718	26,205	22,461	14,974	11,231	187,178
<b>Sales excl. VAT</b>	<b>6,345</b>	<b>9,518</b>	<b>12,690</b>	<b>15,863</b>	<b>12,690</b>	<b>9,518</b>	<b>12,690</b>	<b>15,863</b>	<b>22,208</b>	<b>19,035</b>	<b>12,690</b>	<b>9,518</b>	<b>158,625</b>
<b>VAT</b>	<b>1,142</b>	<b>1,713</b>	<b>2,284</b>	<b>2,855</b>	<b>2,284</b>	<b>1,713</b>	<b>2,284</b>	<b>2,855</b>	<b>3,997</b>	<b>3,426</b>	<b>2,284</b>	<b>1,713</b>	<b>28,553</b>

### 10.2. Shareholder Wages 2020

Wages for Easy Lift													
Employees	January	February	March	April	May	June	July	August	September	October	November	December	Total
Andrew Zammit (P/T)	500	500	500	500	500	500	500	500	500	500	500	500	6000
Karl Curmi (F/T)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Wayne Borg (P/T)	500	500	500	500	500	500	500	500	500	500	500	500	6000
Daniel Casha (F/T)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Quline Spiteri (P/T)	500	500	500	500	500	500	500	500	500	500	500	500	6000
David Camilleri (F/T)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	54000

### 10.3. Projected Marketing Budget 2020

Projected Marketing Budget - 2020 for Easy Lift													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>Advertising</b>													
Radio													0
Television													0
Newspaper/s (Print)	30	30	30	30	30	30	30	30	30	30	30	30	360
Magazines	50	50	50	50	50	50	50	50	50	50	50	50	600
Flyers													0
Direct Mailing													0
Brochures	80						80						160
Online (Facebook Ads)	50	50	50	50	50	50	50	50	50	50	50	50	600
Social Media (Facebook and Twitter Account etc.)													0
Business Cards	20						20						40
Billboards													0
Bus shelters													0
Others													0
	230	130	130	130	130	130	230	130	130	130	130	130	1760
<b>Public Relations</b>													
Launch	1000												1000
Press Releases							100						100
Sponsorships	50	50	50	50	50	50	50	50	50	50	50	50	600
Charity												100	100
Employee Events												300	300
Others													0
	1050	50	50	50	50	50	150	50	50	50	50	450	2100
<b>Sales Promotions</b>													
Product Giveaways	200					200							400
Product Discounts													0
Special Offers													0
Others													0
	200	0	0	0	0	200	0	0	0	0	0	0	400
<b>Networking</b>													
Membership/s	50	50	50	50	50	50	50	50	50	50	50	50	600
Subscriptions													0
Others													0
	50	50	50	50	50	50	50	50	50	50	50	50	600
<b>Running Total</b>	4860	3330	3100	2870	2640	2410	1980	1550	1320	1090	860	630	<b>4860</b>
<b>Monthly Total</b>	1530	230	230	230	230	430	430	230	230	230	230	630	

## 10.4. Cash Flow Statement 2020

CASH FLOW STATEMENT for Easy Lift													Year: 2020	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
<b>Projected Sales</b>	7,487	11,231	14,974	18,718	14,974	11,231	14,974	18,718	26,205	22,461	14,974	11,231	187,178	
Short-term Liability (overdraft)														
Long-term Liability	80,000												80,000	
<b>Cash Receipts (inflow)</b>														
Cash sales	7,487	11,231	14,974	18,718	14,974	11,231	14,974	18,718	26,205	22,461	14,974	11,231	187,178	
Business Finance	60,000												60,000	
EU/State Funds	0												-	
<b>Total inflow</b>	<b>147,487</b>	<b>11231</b>	<b>14974</b>	<b>18718</b>	<b>14974</b>	<b>11231</b>	<b>14974</b>	<b>18,718</b>	<b>26,205</b>	<b>22,461</b>	<b>14,974</b>	<b>11,231</b>	<b>327,178</b>	
<b>Cash Payments (outflow)</b>														
Accounting													-	
Advertising	1530	230	230	230	230	430	430	230	230	230	230	630	4,860	
Bank Charges	819.5	819.5	819.5	819.5	819.5	819.5	819.5	819.5	819.5	819.5	819.5	819.5	9,834	
Cost of Goods Sold (COGS)	2,700	4,050	5,400	6,750	5,400	4,050	5,400	6,750	9,450	8,100	5,400	4,050	67,500	
Electricity	80	80	80	80	80	80	80	80	80	80	80	80	960	
Hire of Equipment													-	
Insurance	50	50	50	50	50	50	50	50	50	50	50	50	600	
Loan repayment													-	
Motor vehicle expenses	30	30	30	30	30	30	30	30	30	30	30	30	360	
Office supplies & stationary	200	20	20	20	20	20	20	20	20	20	20	20	420	
Postage and Printing	100					100							200	
Rent	500	500	500	500	500	500	500	500	500	500	500	500	6,000	
Repairs and maintenance	100	100	100	100	100	100	100	100	100	100	100	100	1,200	
Subscriptions													-	
Telephone/Mobile	50	50	50	50	50	50	50	50	50	50	50	50	600	
Training/Seminars													-	
Wages	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	54,000	
VAT Return					5,139				6,853				11,992	
Equipment		533	533	533									1,600	
Furniture & Fixtures		233	233	233									700	
Improvements/renovations		500	500	500									1,500	
<b>Total Outflow</b>	<b>10660</b>	<b>11696</b>	<b>13046</b>	<b>14396</b>	<b>16919</b>	<b>10730</b>	<b>11980</b>	<b>13130</b>	<b>22682</b>	<b>14480</b>	<b>11780</b>	<b>10830</b>	<b>162,326</b>	
<b>Bank Balance at the END of the month</b>	<b>136,828</b>	<b>136,362</b>	<b>138,290</b>	<b>142,612</b>	<b>140,667</b>	<b>141,168</b>	<b>144,163</b>	<b>149,751</b>	<b>153,274</b>	<b>161,256</b>	<b>164,450</b>	<b>164,851</b>	<b>164,851</b>	

## 10.5. The Income Statement (Profit & Loss Account) of Easy Lift 2020

<b>Easy Lift</b>	
<b>Profit &amp; Loss Statement -December 2020</b>	
<b>Income</b>	<b>Euro</b>
Sales	158,625 -
Cost of Goods Sold (COGS)	67,500
<b>Gross Profit Margin</b>	<b>91,125</b>
<b>Expenses</b>	
Accounting	-
Advertising	4,860
Bank Charges	9,834
Depreciation	240
Electricity	960
Hire of Equipment	-
Insurance	600
Loan Payment & Interest	-
Motor vehicle expenses	360
Office supplies & stationary	420
Postage and Printing	200
Rent	6,000
Repairs and maintenance	1,200
Subscriptions	-
Telephone/Mobile	600
Training/Seminars	-
Wages	54,000
Other	-
<b>Total Expenses</b>	<b>79,274</b>
Net Profit/Loss before tax	11,851
Less company tax at 35%	4,148
<b>Net Profit/Loss after tax</b>	<b>7,703</b>

10.6. The Statement of Financial Position (Balance Sheet) of Easy Lift 2020

<b>Projected Balance Sheet for Easy Lift</b>		
		<b>31-Dec-20</b>
<b>Assets</b>	<b>Euro</b>	<b>Euro</b>
<b><u>Non-current assets</u></b>		
Building	2,200	
Equipment & Machinery	1,360	
Other Assets	<u>0</u>	
Total long-term assets		3,560
<b><u>Current assets</u></b>		
Inventory (stock)	0	
Debtors/receivables	5,615	
Cash at Bank	164,851	
Total current Assets		<u>170,467</u>
<b>Total Assets</b>		<b><u><u>174,027</u></u></b>
<b>Owner's Equity and Liabilities</b>		
<b><u>Owner's Equity</u></b>		
Capital	60,000	
EU & State Aid	<u>0</u>	
		60,000
<b><u>Non-current liabilities</u></b>		
Retained Profits after tax	7,703	
Short-term Liabilities	-	
Tax Payable	4,148	
Long-term Liabilities	<u>73,439</u>	
		85,290
<b><u>Current liabilities</u></b>		
VAT return	16,560	
Creditors/payables	<u>4,204</u>	
		<u>20,764</u>
<b>Total Liabilities &amp; Owner's Equity</b>		<b><u><u>166,055</u></u></b>
The Total Assets must always be equal to Total Liabilities & Owner's Equity		7,972

### 10.7. Projected Sales Forecasted for Easy Lift 2021

Projected Sales forecast for Easy Lift													
12 Month Sales Forecast													
Fiscal Year Begins:	Jan-21												
	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Total
Hydraulic Trolley Lift Units Sold	12	18	24	30	24	18	24	30	42	36	24	18	300
Cost price per unit	270	270	270	270	270	270	270	270	270	270	270	270	81,000
Mark-up 135%	4,374	6,561	8,748	10,935	8,748	6,561	8,748	10,935	15,309	13,122	8,748	6,561	
<b>Total selling price excluding VAT</b>	<b>7,614</b>	<b>11,421</b>	<b>15,228</b>	<b>19,035</b>	<b>15,228</b>	<b>11,421</b>	<b>15,228</b>	<b>19,035</b>	<b>26,649</b>	<b>22,842</b>	<b>15,228</b>	<b>11,421</b>	<b>190,350</b>
VAT @ 18%	1,371	2,056	2,741	3,426	2,741	2,056	2,741	3,426	4,797	4,112	2,741	2,056	34,263
<b>Hydraulic Trolley Lift Total</b>	<b>8,985</b>	<b>13,477</b>	<b>17,969</b>	<b>22,461</b>	<b>17,969</b>	<b>13,477</b>	<b>17,969</b>	<b>22,461</b>	<b>31,446</b>	<b>26,954</b>	<b>17,969</b>	<b>13,477</b>	<b>224,613</b>
Monthly Total	8,985	13,477	17,969	22,461	17,969	13,477	17,969	22,461	31,446	26,954	17,969	13,477	224,613
<b>Sales excl. VAT</b>	<b>7,614</b>	<b>11,421</b>	<b>15,228</b>	<b>19,035</b>	<b>15,228</b>	<b>11,421</b>	<b>15,228</b>	<b>19,035</b>	<b>26,649</b>	<b>22,842</b>	<b>15,228</b>	<b>11,421</b>	<b>190,350</b>
<b>VAT</b>	<b>1,371</b>	<b>2,056</b>	<b>2,741</b>	<b>3,426</b>	<b>2,741</b>	<b>2,056</b>	<b>2,741</b>	<b>3,426</b>	<b>4,797</b>	<b>4,112</b>	<b>2,741</b>	<b>2,056</b>	<b>34,263</b>

### 10.8. Shareholder Wages 2021

Wages for Easy Lift													
Employees	January	February	March	April	May	June	July	August	September	October	November	December	Total
Andrew Zammit (P/T)	500	500	500	500	500	500	500	500	500	500	500	500	6000
Karl Curmi (F/T)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Wayne Borg (P/T)	500	500	500	500	500	500	500	500	500	500	500	500	6000
Daniel Casha (F/T)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Quline Spiteri (P/T)	500	500	500	500	500	500	500	500	500	500	500	500	6000
David Camilleri (F/T)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	54000



## 10.9. The Income Statement (Profit & Loss Account) of Easy Lift 2021

<b>Easy Lift</b>	
<b>Profit &amp; Loss Statement -December 2021</b>	
<b>Income</b>	<b>Euro</b>
Sales	190,350 -
Cost of Goods Sold (COGS)	81,000
<b>Gross Profit Margin</b>	<b>109,350</b>
<b>Expenses</b>	
Accounting	-
Advertising	4,860
Bank Charges	9,834
Depreciation	-
Electricity	960
Hire of Equipment	-
Insurance	600
Loan Payment & Interest	-
Motor vehicle expenses	360
Office supplies & stationary	420
Postage and Printing	200
Rent	6,000
Repairs and maintenance	1,200
Subscriptions	-
Telephone/Mobile	600
Training/Seminars	-
Wages	54,000
Other	-
<b>Total Expenses</b>	<b>79,034</b>
Net Profit/Loss before tax	30,316
Less company tax at 35%	10,611
<b>Net Profit/Loss after tax</b>	<b>19,705</b>

### 10.10. Projected Sales Forecasted for Easy Lift 2022

Projected Sales forecast for Easy Lift													
12 Month Sales Forecast													
Fiscal Year Begins:	Jan-22												
	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Total
Hydraulic Trolley Lift Units Sold	14	20	27	33	27	20	27	33	47	40	27	20	335
Cost price per unit	270	270	270	270	270	270	270	270	270	270	270	270	90,450
Mark-up 135%	5,103	7,290	9,842	12,029	9,842	7,290	9,842	12,029	17,132	14,580	9,842	7,290	
<b>Total selling price excluding VAT</b>	<b>8,883</b>	<b>12,690</b>	<b>17,132</b>	<b>20,939</b>	<b>17,132</b>	<b>12,690</b>	<b>17,132</b>	<b>20,939</b>	<b>29,822</b>	<b>25,380</b>	<b>17,132</b>	<b>12,690</b>	<b>212,558</b>
VAT @ 18%	1,599	2,284	3,084	3,769	3,084	2,284	3,084	3,769	5,368	4,568	3,084	2,284	38,260
<b>Hydraulic Trolley Lift Total</b>	<b>10,482</b>	<b>14,974</b>	<b>20,215</b>	<b>24,707</b>	<b>20,215</b>	<b>14,974</b>	<b>20,215</b>	<b>24,707</b>	<b>35,189</b>	<b>29,948</b>	<b>20,215</b>	<b>14,974</b>	<b>250,818</b>
Monthly Total	10,482	14,974	20,215	24,707	20,215	14,974	20,215	24,707	35,189	29,948	20,215	14,974	250,818
<b>Sales excl. VAT</b>	<b>8,883</b>	<b>12,690</b>	<b>17,132</b>	<b>20,939</b>	<b>17,132</b>	<b>12,690</b>	<b>17,132</b>	<b>20,939</b>	<b>29,822</b>	<b>25,380</b>	<b>17,132</b>	<b>12,690</b>	<b>212,558</b>
<b>VAT</b>	<b>1,599</b>	<b>2,284</b>	<b>3,084</b>	<b>3,769</b>	<b>3,084</b>	<b>2,284</b>	<b>3,084</b>	<b>3,769</b>	<b>5,368</b>	<b>4,568</b>	<b>3,084</b>	<b>2,284</b>	<b>38,260</b>

### 10.11. Shareholder Wages 2022

Wages for Easy Lift													
Employees	January	February	March	April	May	June	July	August	September	October	November	December	Total
Andrew Zammit (P/T)	500	500	500	500	500	500	500	500	500	500	500	500	6000
Karl Curmi (F/T)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Wayne Borg (P/T)	500	500	500	500	500	500	500	500	500	500	500	500	6000
Daniel Casha (F/T)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Quline Spiteri (P/T)	500	500	500	500	500	500	500	500	500	500	500	500	6000
David Camilleri (F/T)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	54000

## 10.12. The Income Statement (Profit & Loss Account) of Easy Lift 2022

<b>Easy Lift</b>	
<b>Profit &amp; Loss Statement -December 2022</b>	
<b>Income</b>	<b>Euro</b>
Sales	212,558 -
Cost of Goods Sold (COGS)	90,450
<b>Gross Profit Margin</b>	<b>122,108</b>
<b>Expenses</b>	
Accounting	-
Advertising	4,860
Bank Charges	-
Depreciation	-
Electricity	960
Hire of Equipment	-
Insurance	600
Loan Payment & Interest	-
Motor vehicle expenses	360
Office supplies & stationary	420
Postage and Printing	200
Rent	6,000
Repairs and maintenance	1,200
Subscriptions	-
Telephone/Mobile	600
Training/Seminars	-
Wages	54,000
Other	-
<b>Total Expenses</b>	<b>69,200</b>
Net Profit/Loss before tax	52,908
Less company tax at 35%	18,518
<b>Net Profit/Loss after tax</b>	<b>34,390</b>

### 10.13. Trade License Enquiry

RE: Trading Licence



Montebello Brian at CD <brian.montebello@gov.mt>

08:14

To: Wayne Borg

Good morning Mr Borg

Please note that n trading license is necessary.

Regards

Brian Montebello  
Director (Trade Services and Projects)  
Commerce Department

t +356 25690214 e [brian.montebello@gov.mt](mailto:brian.montebello@gov.mt)  
[www.economy.gov.mt](http://www.economy.gov.mt) | [www.publicservice.gov.mt](http://www.publicservice.gov.mt)

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MINISTRY FOR THE ECONOMY, INVESTMENT  
AND SMALL BUSINESSES

COMMERCE DEPARTMENT, LASCARIS BASTIONS, DAHLET  
GNĠEN IS-SULTAN,  
VALLETTA, MALTA

*Figure 22: Trade Licence enquiry*

### 10.14. Questionnaires and Results

A good number of questionnaires we shared via email to normal consumers and some businesses. The questions were pretty straight forward and simple for anyone to understand and fill in. The questionnaires first few questions where related towards the information of the individual. The questionnaire then proceeds into seeking knowledge regarding if they're familiar with what a hydraulic trolley jack is. Moreover, through the questionnaire than more questions regarding how much are they willing to pay and where in their opinion can be used to extract more information from the person responding. Questions like this help us setting a good price for the product and how much it influences people.

In the following pages the questionnaire is attached to show the questions asked and also some of the important results extracted from the survey.

# Easy Lift

We are a group of six students from two different institutes at MCAST and completing our final year. Currently we are working on a project called Easy Lift. Easy Lift is a hydraulic scissors lift that is capable of lifting heavy objects up to 1 tonne to make it more flexible for an individual to transfer heavy objects across different locations within a certain area.

Our product is different to other hydraulic lifts because we manufacture them in Malta and use cheaper materials, making the overall cost significantly more affordable.

## Gender

- Male
- Female
- Other: \_\_\_\_\_

## Age

- 15 - 20
- 21 - 25
- 26 - 30
- 31 - 35
- 36 - 40
- 40 +

## Location

- Gozo
- North
- Central
- South
- Harbour Area

Do you know what a hydraulic lift is?

- Yes
- No

Are you willing to buy this product?

- Yes
- No
- Maybe

How much do you think this project is worth?

- €400 - €600
- €600 - €800
- €800 - €1000
- more than €1000

Do you feel the need for cheaper hydraulic lifts in Malta?

- Yes
- No

For what purpose will you make use of a hydraulic lift?

- Reaching hard-to-reach places?
- Transporting and tending to patients (nursing table)?
- Loading and unloading material?
- Transportation of goods?
- Other: \_\_\_\_\_

Who do you think should make use of this product (personal use, garage, warehouse, retail sales, etc.)?

Your answer \_\_\_\_\_

How likely are you to recommend our product to a friend or colleague?

1

2

3

4

5



## Gender

114 responses

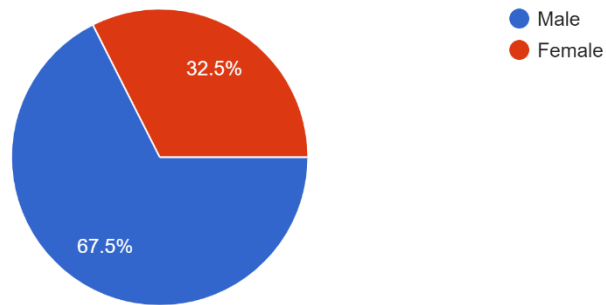


Figure 23: The results of Question 1: Gender

## Age

116 responses

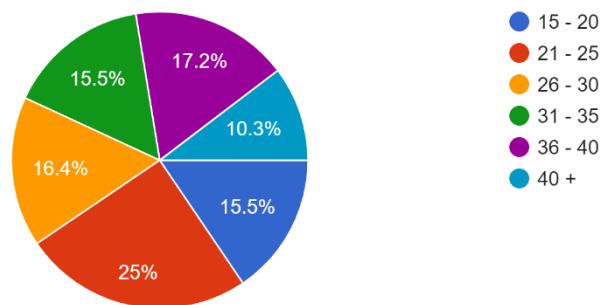


Figure 24: The results of Question 2: Age

## Location

116 responses

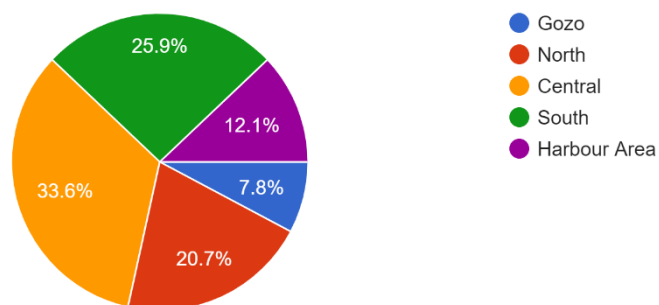


Figure 25: The results of Question 3: Location



### Do you know what a hydraulic lift is?

115 responses

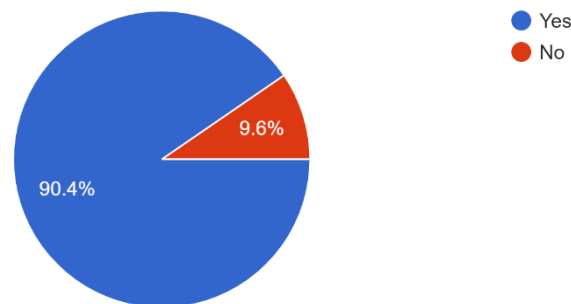


Figure 26: The results of Question 4: Do you know what a hydraulic lift is?

### Are you willing to buy this product?

115 responses

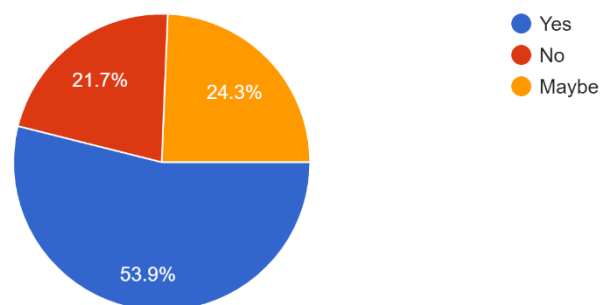


Figure 27: The results of Question 5: Are you willing to buy this product?

### How much do you think this project is worth?

95 responses

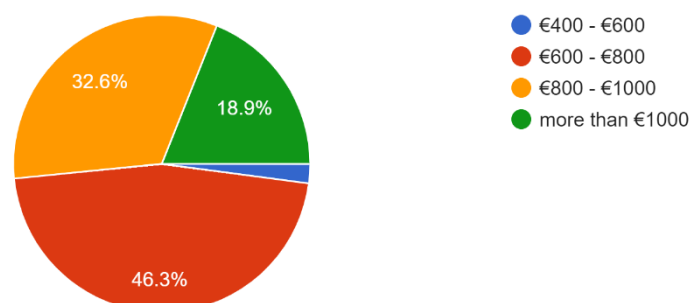


Figure 28: The results of Question 6: How much do you think this project is worth?

### Do you feel the need for cheaper hydraulic lifts in Malta?

116 responses

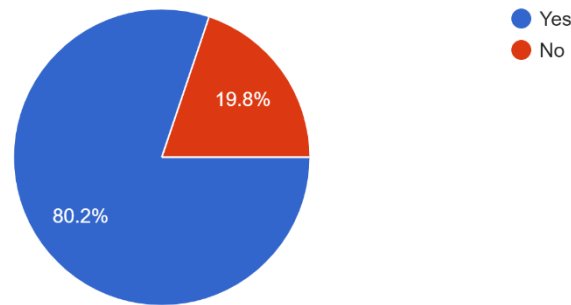


Figure 29: The results of Question 7: Do you feel the need for cheaper hydraulic lifts in Malta?

### How likely are you to recommend our product to a friend or colleague?

114 responses

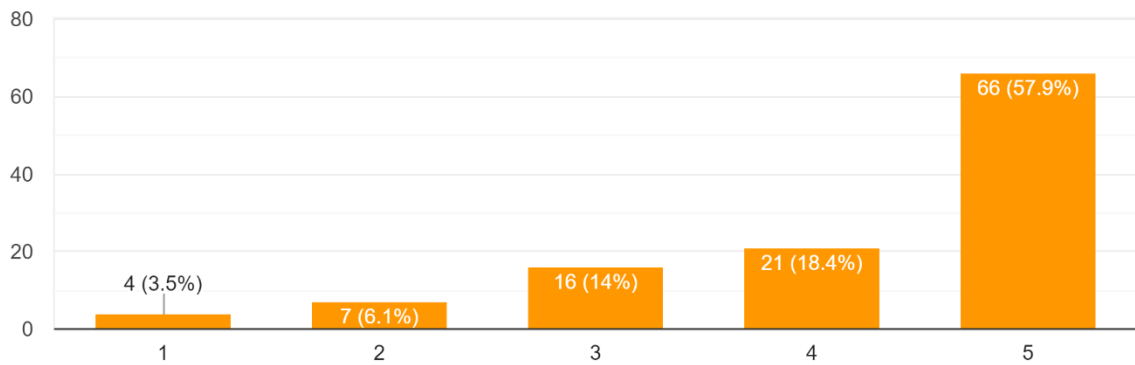


Figure 30: The results of Question 10: How likely are you to recommend our product to a friend or colleague?

## 10.15. Brochure



<b><u>The Problem</u></b>	<b><u>Solution</u></b>	<b><u>Benefits</u></b>
<p>According to a fact sheet from the Occupational Safety and Health Administration (OSHA), lifting heavy items is one of the leading causes of injury in the workplace. In fact, more than one-third of all work-related injuries (about 36 percent) involve harm to the shoulder and/or back that often result from heavy lifting. Also, injuries occur from transporting heavy loads, some due to place is not accessible by using a palletizer for example or other right transporting equipment.</p>		<p>A hydraulic scissor lift can be smoothly taken up or down and can be stopped at any intermediate position by operating the pedal switch or push button switch. This lift table can be very convenient for working as it can be manufactured for the desired weight load and extend to the required height. It is very easy to use and operate and has the accessibility to move objects safer and without effort to lift a certain heavy load.</p>
	<p>A scissor lift is a type of platform table that can usually only move up and down in a vertical direction. It can be used for any type of transporting mass and lifting it. It is very accessible and can pass even through tight gaps and doors. Makes moving objects faster, and safer without the risk of the operator getting harmed.</p>	<p>In addition, this hydraulic scissor lift has various applications such as manufacturing industries and factories, engineering workshops, automobile mechanics garages, markets and shops and for personal uses such as in the garage to be used as a workbench while also do transportation and lifting operations.</p>
		<p>Although other competitors exist globally in Malta, no one manufactures these trolleys, just distributors which makes our trolley cheaper than others due to postage costs they encounter to distribute and stock with.</p>

Figure 31: Preview of the brochure opened

10.16. Quotations and receipts

## PAUL MAGRI

SUPPLIERS OF BUILDING MATERIALS, WOODEN STEEL BEAMS, ALL KINDS OF STEEL ROOF PANELS, NEE CLAMPS AND BATHROOM ACCESSORIES

18, VALLEY STREET, QORMI QRM 3633 MALTA  
 TEL: 21486882 / 27486882 MOB: 99498840  
 VAT REG.NR: MT 2146 8409  
 EMAIL: paulmagri@melita.com

CASH SALE

Date: 9 / 3 2016

Client's Name:

VAT#:

Address:

QTY	DESCRIPTION OF ITEMS	€	c
1	Ulch 50	13	98
	VAT 8%	2	51
	<b>Total €</b>	<b>16</b>	<b>49</b>
Nr: 24231		TOTAL AMOUNT INC. VAT €	

NOTE: The above goods will remain the property of Paul Magri until full payment is received. Interest of 8% will be charged after 30 days from delivery.

Figure 32: Metal Channels

VELLA MECHANICAL SERVICES LTD  
TAT-TORSA ROAD  
LIJA SZN 09  
MALTA  
TEL/FAX: 21413178/21418882  
VAT NO: 1389-9024

QUOTATION

CASH	Account	000
	Quote No	9073
	Date	26-Apr-2016
	C/Man	JV
VAT	Vehicle	

Item	Description	Qty	Each	Amount	Disc	VAT	Gross
AEP080200	RESERVE TANK	1.00	44.82	44.82	7.47	6.72	44.07
AEP011012	HAND PUMP	1.00	97.76	97.76	16.29	14.66	96.19
C040250300	HYD CYLINDER DIA 40MM, CR 25, STR 3	1.00	88.00	88.00	14.67	13.20	86.53
G16C	WELDABLE BALL JOINT END WITH GE1600	1.00	8.95	8.95	1.49	1.34	8.80
CF04005016	TAP 40 MM H 16	1.00	13.82	13.82	2.30	2.07	11.50
<b>Totals:</b>				<b>253.35</b>	<b>42.22</b>	<b>37.99</b>	<b>249.14</b>

This quotation is valid for 1 month.

€ 249.14

CASH

Vella Mechanical Services Ltd

Figure 33: Hydraulic Pump

ati supplies ltd.

446 Cannon Road  
St. Venera SVR 9031 Malta  
VAT No: MT18680203 Ex No: 0583  
Tel: 21443246 Fax: 21486554  
Pack. Reg. No. WMP0160S/07

Customer: C010 Date: 29/12/2015 09:28  
CASH SALE A/C Salesman: MARIUS

Vat No:

Cash Sale 135639

L	Part Number	Qty	Description	Unit Price	Amount	VC	Retail Vat INC
1	6203.2RS(NW)	8	BALL BEARING	2.00	16.00	F	2.36
	Item Check	1:8					
					Total (Ex Vat)		16.00
					Vat		2.88
					Total Due:		€18.88

Full range of COMLINE and FEBI steering and suspension parts now available FROM STOCK

Figure 34: Bearings

VELLA MECHANICAL SERVICES LTD

TAT TOWER ROAD

112 876 14

MALTA

TEL: FAX: 314110 312141882

VAT No.: 299-8734

QUOTATION

CASH

Account: 000  
 Quote: 9217  
 No:  
 Date: 10 May 2019  
 Name:  
 Price:

VAT:

Item	Description	Qty	Each	Amount	Disc	VAT	Grand
0022-04	Ferrule 1/4	4.00	1.17	3.88	0.65	0.58	3.81
0151-04 04	OKR 90° BSP Swept Elbow 1/4	4.00	2.12	8.48	1.41	1.27	8.34
TFD0021- 04	TUBO FL EN 853 25N - DIN 20022 - e	0.95	5.40	4.91	0.62	0.74	4.81
<b>Totals</b>				<b>17.27</b>	<b>2.68</b>	<b>2.59</b>	<b>16.00</b>

This quotation is valid for 1 month

CASH

(Vella Mechanical Services Ltd)

Figure 35: Hydraulic Pipes