

## INDIVIDUAL LICENCE APPLICATION TEMPLATE

### OVERVIEW OF APPLICANT COMPANY

#### Company's background

Name of Company	As per Form 9					
Date of incorporation	As per Form 13 (if there is a change of company name)					
Place of incorporation						
Address	Registered address (as per Form 44) Business address					
Issued and Paid-up capital (RM)	The minimum requirement for paid-up capital is RM500,000					
Shareholding structure	Names of shareholders and percentage of shares held:					
	<table border="1"><thead><tr><th>Shareholders</th><th>Amount of shares (RM)</th><th>Percentage of shares (%)</th></tr></thead><tbody><tr><td></td><td></td><td></td></tr></tbody></table>	Shareholders	Amount of shares (RM)	Percentage of shares (%)		
Shareholders	Amount of shares (RM)	Percentage of shares (%)				
	Note: <ul style="list-style-type: none"><li>• Please indicate percentage of local and foreign shareholders.</li><li>• Please indicate the ultimate ownership both direct and indirect</li></ul>					
Company structure (if applicable)	<ul style="list-style-type: none"><li>• Holding company</li><li>• Subsidiary company</li><li>• Associate company</li></ul>					
Contact	Telephone : Fax : E-mail :					
Contact person	Name : Designation :					
Directors	As per Form 49					
Holders of CMA 98 licence	Any other licences held under CMA 98					
MSC status	To attach MSC certificate and kindly list the activities recognized under MSC status.					

1. To attach certified true copies (certified by the Director of Company secretary) of the following documents:
  - 1.1. Memorandum and articles of association
  - 1.2. Form 9, 13, 24, 32A, 44 and 49
  - 1.3. Latest annual return under the Companies Regulations 1966 [P.U.173/1966] which has been filed with the Companies Commission

- Information on any achievements and awards received by the applicant on its group of companies.

**Management and technical team**

- List of key members is Applicant’s management and technical team.
- A brief resume of the key management and technical team – relevant prior experience and academic qualification.
- Proposed or current organizational structure for the proposed business. To state whether new employees will be recruited for the proposed business. If so, how many and what sort of expertise will be required:

	Year 1	Year 2	Year 3	Year 4	Year 5
Management					
Technical <ul style="list-style-type: none"> <li>Professional</li> <li>Non professional</li> </ul>					
Finance / Admin / HR <ul style="list-style-type: none"> <li>Professional</li> <li>Non professional</li> </ul>					
Marketing & Sales <ul style="list-style-type: none"> <li>Professional</li> <li>Non professional</li> </ul>					
Customer service <ul style="list-style-type: none"> <li>Professional</li> <li>Non professional</li> </ul>					
Others					
Total employment					

- Other source of expertise.

**Current business activities of applicant**

- Details of current business activities.

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## **PROPOSED BUSINESS**

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### ***Description of facilities and/or services***

8. To indicate clearly the range of facilities and/or services to be provided. For example, if an applicant is applying for NFP(I) licence, to indicate the type of network facility as stated under Regulation 19(1) of the Communications and Multimedia (Licensing) Regulations 2000 (e.g. Fixed links and cables, earth stations etc.).
9. Details of facilities and/or services to be provided. Discuss the function and value in which the customer will gain from it.
10. Strategies that will be employed to compete effectively in the Communications and Multimedia Industry.

### ***Target Market***

11. An applicant must be able to show the potential demand for its proposed service. This should include information on market surveys conducted, if any and other relevant sources.

### ***Service coverage and roll-out***

12. Service coverage plan for 5 years.
13. Technical and service roll out time line for 5 years (i.e. equipment requisition, commencement of service)

### ***Network Topology***

14. To attach appropriate network diagram.
15. Detailed information on network diagram should include the interconnection interface, where applicable.

### ***Commercial and/or interconnection arrangement***

16. Collaboration with other local and/or foreign network facilities and/or service providers (e.g. leasing of lines and/or facilities).

### ***Technology***

17. Type of technology to be used.
18. To identify any required frequency bands in the spectrum plan or type of numbering or electronic addresses.

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## **PROPOSED OPERATING PROCEDURES**

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### ***Disaster recovery plan***

19. Details of contingency measures i.e. identified possible disaster scenarios, plan for business continuity and risk management and develop resiliency design and recovery strategy.

20. Contact point in the event of emergency.
21. Details of measures undertaken to ensure network and data security.

**Assured QoS and Helpdesk Services**

22. Effort and initiatives to ensure maximum Quality of Services and smooth helpdesk services.

**FINANCIAL ANALYSIS**

**Past Financial performance**

23. Kindly fill in the following table:

	Year 1 (RM)	Year 2 (RM)	Year 3 (RM)
Sales			
Net profit / (Loss) before taxation			
Current assets			
Current liabilities			
Inventory			
Cash in hand / bank balance			
Retained profit / (Accumulated losses)			
Shareholders' fund			

24. To attach certified true copies (certified by the Director or Company Secretary) of audited financial statements for the last 3 financial years to support the above figures.
25. For a newly formed company:
  - 25.1. If the shareholder is a company, kindly provide the shareholder's audited accounts for the last 3 financial years and documentary evidence of the shareholder's creditworthiness, this may be in form of banker's confirmation of deposits or deposits and/or available credit facilities.
  - 25.2. If the shareholder is an individual, kindly provide documentary evidence of the shareholder's creditworthiness, this may be in the form of bankers' confirmation of deposits or letter of support from financial institution.

**Anticipated capital and operating expenditure**

26. Breakdown of capital and operating expenditure for 5 years plan with relevant assumptions. Please note that the format and items in the table below are meant as a guide only:

Capital Expenditure of the proposed business	Year 1 (RM)	Year 2 (RM)	Year 3 (RM)	Year 4 (RM)	Year 5 (RM)
Item 1					
Item 2					
<b>Total Capital Expenditure</b>					

<b>Capital Expenditure of the proposed business</b>	<b>Year 1 (RM)</b>	<b>Year 2 (RM)</b>	<b>Year 3 (RM)</b>	<b>Year 4 (RM)</b>	<b>Year 5 (RM)</b>
<b>Operating Expenditure of the proposed business</b>					
Item 1					
Item 2					
<b>Total Operating Expenditure</b>					

### ***Proposed financing***

27. Proposed sources of funds (domestic or foreign, credit facilities, venture capitalist or holding company).
28. To attach documentary evidence e.g. Letter of offer from financial institutions.

### ***Financial projection***

29. Profit and loss projection for 5 years with relevant assumptions. Please note that the format and items in the table below are meant as guide only:

<b>Assumptions</b>	<b>Year 1 (RM)</b>	<b>Year 2 (RM)</b>	<b>Year 3 (RM)</b>	<b>Year 4 (RM)</b>	<b>Year 5 (RM)</b>
Market demand (a)					
Penetration (%) (b)					
Estimated no. Of subscribers (a) × (b)					
Customers unsubscribe (%) (c)					
No. of subscribers [(a) × (b)] – (c)					
<b>Financial projection of the proposed business</b>	<b>Year 1 (RM)</b>	<b>Year 2 (RM)</b>	<b>Year 3 (RM)</b>	<b>Year 4 (RM)</b>	<b>Year 5 (RM)</b>
Sales:					
Service 1					
Service 2					
<b>Total sales</b>					
Direct costs:					
Direct cost 1					
Direct cost 2					
<b>- Total direct costs</b>					
<b>Net profit</b>					
- Total operating expenditure					
<b>Income before interest and tax</b>					
- Interest expense					
<b>Income before tax</b>					

30. To include details and method of calculation of sales e.g. number of subscribers' sales per subscriber, installation and activation fee.
31. To clearly explain all assumptions used.
32. Cash flow projection for 5 years with relevant assumptions. Please note that the format and items in the table below are meant as a guide only:

<b>Cash flow projection</b>	<b>Year 1 (RM)</b>	<b>Year 2 (RM)</b>	<b>Year 3 (RM)</b>	<b>Year 4 (RM)</b>	<b>Year 5 (RM)</b>
Sales					
Debtor					
Bank load /funding					
Other receipts					
<b>Total cash inflow (A)</b>					
Leased lines					
Capital expenditure					
Administration					
Licence fees					
Bank loan repayment					
Accruals					
<b>Total cash outflow (B)</b>					
<b>Net cash flow (A) – (B)</b>					
<b>Opening balance</b>					
<b>Closing balance</b>					

33. Balance sheet projection for 5 years with relevant assumptions. Please note that the format and items in the table below are meant as a guide only:

<b>Cash flow projection</b>	<b>Year 1 (RM)</b>	<b>Year 2 (RM)</b>	<b>Year 3 (RM)</b>	<b>Year 4 (RM)</b>	<b>Year 5 (RM)</b>
Buildings					
Motor vehicles					
Office equipment					
<b>Total fixed assets (A)</b>					
Cash and bank balance					
Trade debtors					
Deposit and prepayment					
<b>Total current assets (B)</b>					
Trade creditors					
Accruals					
<b>Total Current Liabilities (C)</b>					
<b>Net current assets / (liabilities) (B) – (C)</b>					
<b>Net assets / (liabilities) [(A) – (B)]</b>					
Financed by:					

Share capital					
Accumulated profits					
<b>Shareholders' equity</b>					

34. Feasibility study of business plan – the write up should explain on how the proposed business plan can be successful as per financial projection given, taking into account:
- 34.1. Market study or research that has been done;
  - 34.2. Experience gained in the industry;
  - 34.3. Attractive service package and/or marketing activities;
  - 34.4. Relationship with incumbent players;
  - 34.5. Such other factors as any be relevant.

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### **VALUE PROPOSITION / COMPETITIVE ANALYSIS**

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35. In this section of the write up, an applicant would be expected to address the following issues:
- 35.1. An applicant is encouraged to conduct an economic and market study on the potential demand for the activity being proposed. Please mention the study conducted and the result achieved.
  - 35.2. Impact analysis – to mention the benefit or impact to the country and the communications and multimedia industry and contribution towards making Malaysia a communications and multimedia global hub if applicant is granted a licence.
  - 35.3. The projected market share that applicant will be able to acquire in the next 5 years and strategy that will be adopted to achieve the same.
  - 35.4. To indicate how the proposed facilities and/or services differ from others that are now in the market.
  - 35.5. Initiatives undertaken towards sharing of infrastructure and supporting other players in the industry. Please give sufficient details of current and proposed plans.

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### **ANY OTHER RELEVANT INFORMATION OR APPENDICES**

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36. Any other information, which may be considered helpful to this application.