

## THE FURNITURE ACCOUNTANT

### TECHNOLOGY DESCRIPTION

This technology is a costing software to improve the accuracy of product costing practices within the furniture industry. The costing analysis enables furniture manufacturers to make sound decisions about their day-to-day operation of the enterprises.

### TECHNOLOGY FEATURES

This software is based on the Microsoft excel platform and its interrelated spreadsheet for product assembly, raw materials, labor and overhead cost elements which enable the user to track individual cost element as it accrued. It also has endorsed by the Malaysia Furniture Industry Council (MFIC) and Furniture Industry Technology Centre (FITEC). In order to meet the market demand, the software is currently being translated into Mandarin and Thai languages. This technology is cost-effective as it is priced reasonably at US\$55 per copy inclusive of a costing book.

### ADVANTAGES

- Simplified method – based on Microsoft excel
- User friendly
- Cost-effective
- Endorsed by MFIC and FITEC

### INDUSTRY OVERVIEW

#### Prospect: SME's Furniture Manufacturer /Furniture Industry

The Malaysian furniture sector is pre-dominated by Small-Medium enterprise (SMEs) making up 73% of the 3487 establishments. Ranked as the 10th largest exporter of furniture in the world, Malaysia exports around 80% of its production. Malaysia has a strong position in the global furniture industry due to large markets in US, Japan and Australia. With tremendous growth in exports to UAE, Saudi Arabia, the Philippines and Russia, In 2012, Malaysia's export of wooden furniture to Colombia increased by 171.4% from US\$0.7mil in 2010 to US\$1.9mil in 2012. The government has set an annual growth target of 6.5% for wood-based furniture, estimated to reach up to RM53 billion by the year 2020. As of today, there are no other companies which produce this furniture costing software. Potential prospect are SME's furniture manufacturers and furniture industry. The market potential for this software was estimated at US\$ 5 million in 2010/2011. Potential sales channel of the furniture accountant is advertisement, personal and the potential sales method is likely to be through direct sales force and manufacturer's representative.



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