



INSTITUTE OF MARKETING MALAYSIA

**INSTITUTE OF MARKETING MALAYSIA**  
(Incorporated in Malaysia)

**INCOME & EXPENDITURE STATEMENT FOR THE YEAR ENDED  
31ST DECEMBER 2014**

	<b>YEAR 2014 RM</b>	<b>YEAR 2013 RM</b>
<b>INCOME</b>		
ADVERTISEMENT	18,498	3,998
RESEARCH SERVICES	0	10,500
SEMINAR, TRAINING & EVENTS	990,679	514,877
BOWLING TOURNAMENT	0	11,400
TREASURE HUNT	17,300	0
RENTAL	0	10,000
BOOK SALES	0	660
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	1,026,477	551,435
ANNUAL SUBSCRIPTION / ENTRANCE FEES :-		
-NEW ORDINARY MEMBER (NOM)	13,080	7,135
-LIFE MEMBERSHIP FEE	2,000	2,000
-NEW STUDENT MEMBERSHIP (NSM)	50	100
-NEW CORPORATE MEMBERSHIP (NCM)	9,000	19,500
-ORDINARY MEMBER RENEWAL (OMR)	8,360	5,630
-CORPORATE MEMBER RENEWAL (CMR)	87,500	76,000
<b>OTHER INCOME</b>		
GRANT	50,000	131,160
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<b>TOTAL INCOME</b>	1,196,467	792,960
<b>EXPENDITURE</b>		
ACCOUNTING FEES	3,500	10,000
DEPRECIATION	3,014	2,384
BANK CHARGES	475	91
IMM DOMAIN & WEBSITE	574	766
MARKETEER MAGAZINE	33,794	34,208
MEETING EXPENSES	6,198	12,678
TRANSPORTATION, PETROL & PARKING	3,475	2,789
MEMBERSHIP FEE	36	0
PHOTOGRAPHY FEE	4,636	5,450
BOOKS	806	0
NEWSPAPER & PERIODICALS	434	423
IMM SOUVENIR ITEMS, GIFTS & DONATION	22,924	15,926
MEALS & REFRESHMENT	2,749	1,886
PRINTING & STATIONERY	14,589	14,381
SUBSCRIPTION TO HARWARD BUSINESS REVIEW	12,600	15,225
BOWLING TOURNAMENT	0	11,236
TREASURE HUNT	17,827	0
SEMINAR, TRAINING & EVENTS	923,805	361,346
LICENSE FEE	0	1,300
OFFICE & EQUIPMENT MAINTENANCE	10,000	7,419
RENTAL OF PREMISES	33,600	33,852
SALARIES, WAGES & ALLOWANCES	144,593	140,726
POSTAGE & COURIER	7,684	2,315
TELEPHONE & MULTIMEDIA	3,791	3,347
ELECTRICITY & WATER	7,516	5,086
BROCHURES, BANNERS & POP-UP SYSTEMS	5,853	1,410
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<b>TOTAL EXPENDITURE</b>	1,264,472	686,458
<b>SURPLUS / (DEFICIT) INCOME OVER EXPENDITURE</b>	(68,005)	106,502