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DATE : 14 JUNE 2016

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1.1 INTRODUCTION

Power Tech Sdn. Bhd. was established on January 2017. Our business is based on the production of charging vendor machine called Power Bob. Power Tech was registered and headquartered in Bangi, Selangor. We are Malaysian and dedicated to the Malaysian consumers especially all customer in shopping mall. The invention of the product idea are came across our mind after we find out difficult to find to charger mobile phone when battery are flat suddenly in the middle of shopping mall and people feel heavy to bring the power bank. Thus, we want to propose that we sell a service that can ones can charge their phone and leave for shopping and do their own activities. The main product that we invented is service of charging vendor machine. The product is operating by a simple system by just put some amount of money and their phone, then the machine will lock and release the safety card. By using this product, we do not need powerbank to charge our phone. We have decided that our commercialize research and development is licensing a patent because the patent of product is made by company while the manufacture are given the exploitation right to produce. On the other hand, our product's intellectual property is industrial design because the design is new in Malaysia.

1.2 TARGET MARKET AND PROJECTION

Target market can be defined as the group of potential customers can satisfy by the through the offer of products. It is to determine that the marketing efforts are satisfying to the customer's needs and requirement. Due to these, it will also bring profit to the business. Thus, the business should do a research in order to identify and focus its efforts on a selected group of customers. The purpose for these is to ensure that the marketing efforts taken are within the scope of the business. Besides that, the business organization must identify the group of customers are satisfied with the product offered.

After doing the researches, we had determined our target market. As our company is located in the urban area and education institution, we are targeting the market among

universities' student in Selangor. We are doing our product's advertisement at the internet. In trying to establish this new idea, we are taking seriously consideration in four major of business establishment such as administration, marketing, operation and finance.

1.3 COMPETITIVE ADVANTAGES

Competitors can be defined as there were similar products, substitute or alternatives products that offered to the same target market. From the analysis that has been conduct by our company; we found that there were some competitors which provide the products difference as us. Our company has identified main competitor in order to develop wisely marketing strategies to compete with our rivals. According to analysis, we have analysed the strengths and weaknesses of our competitors. This action is prepared us to face the risk along our business being running. We always try to invent our strategies and beneficial in our products compare to our competitors.

1.4 PROFITABILITY

The sale forecast that we calculated for the first year is RM 46 080 the marketing strategies that planned by marketing department will be guideline for our company to increase the sales and profit. We will also giving good services especially for our customers. The number of our customer will be increase from early months of the year. We also calculated the sales forecast for second and third year.