UNIVERSITI TEKNOLOGI MARA

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GROUP NAME: NASA INC.

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: AINIL HAFIZA BINTI ABDUL AZIZ

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1.0 EXECUTIVE SUMMARY

1.1 DESCRIPTION OF THE BUSINESS AND PRODUCT CONCEPT

NASA INC. is a company providing the latest technology of wireless charging, suitable for people with up-to-date devices. As people nowadays depended on technology to get through the day easy and stress free, NASA INC. comes out with the newest and advanced technology in the market to make things more convenient and easy for people living a busy lifestyle.

NASA INC. would love to introduce new product Stick-It-Bank, a portable power bank only for wireless charging. Stick-It-Bank is a power bank powered by solar, exclusively for devices that enable wireless charging. It works by electromagnetic induction.

1.2 TARGET MARKET AND PROJECTIONS

This power bank is targeted for people who owned the latest devices available on the market. People nowadays are always looking forward to the release of the current technology available, we introduce Stick-It-Bank to provide portable and easy charging for devices that enable wireless charging. As power banks available in the market are mostly heavy and bulky, NASA INC. proposes a power bank that is light-weighted and flexible, making it easier to carry anywhere.

1.3 COMPETITIVE ADVANTAGES

Our proposed power bank is light-weighted and thin. It is solar-powered and comes with wireless charging feature. It also flexible and bendable.

1.4 THE PROFITABILITY

On average, Stick-It-Bank is sold over 1000 units per month with each power bank costed almost RM80 per unit. The production cost for each unit is about RM35 so the profit of the product is RM45 per unit. Multiplying RM45 with 1000 units sold per month, the profit is RM45000.

1.5 THE MANAGEMENT TEAM

The main headquarters of NASA INC. is located in Shah Alam, Selangor. The company is owned by partners; Nur Nadia, Siti Asiah, Nurul Shahirah and Ainil Hafiza. All of them co-funded NASA INC in early 2017 with them having marketing and chemistry background.

The management of NASA INC. consists of co-owner Nur Nadia, Siti Asiah, Nurul Shahirah and Ainil Hafiza. All partners have their own management roles in the company. In addition, a board of advisors to provide the company more on the management expertise is assembled. The advisors are:

1) Muhammad Aqil, partner at Radex Accounting LLP
2) Minn Addina, chemist and partner at Little Chemist
3) Razzin Zainal, president of Razzin and Co. Engineer Sdn.Bhd

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 PRODUCT TO BE PRODUCED

Our company produces Stick-It-Bank, a power bank that offers wireless charging.

2.2 APPLICATION OF THE PRODUCT

Stick-It-Bank works by transferring the energy from the power bank to the receiver on the devices by electromagnetic induction. It sticks to the devices that enable wireless charging for the devices to start charging. It only applies to devices that have wireless charging feature.

2.3 UNIQUE FEATURES OF THE PRODUCT

Current power banks available in the market are mostly too heavy to be carried around. To overcome this problem, we introduce a light-weighted power bank that is also thin, thus making it more portable due to its significantly reduced size and weight. Stick-It-Bank differs from the other power banks as it comes with solar panel charging compartment. Other power bank needs to be electrically charged before it can be used, but Stick-It-Bank can be charged using both solar

power or electrical power as the charging port for the power bank can be solar or electrically charged. Our product is flexible because it is made of a water-soluble polymer that allows it to be bendable. This reduces the chances of it to be damaged. Available power bank in the market is too bulky and hard, making it more prone to be damaged compared to our proposed power bank. As people, nowadays are more trendy and up-to-date, most of them must own the latest available electronic devices that come with wireless charging feature.

2.4. PICTURE OF THE PRODUCT

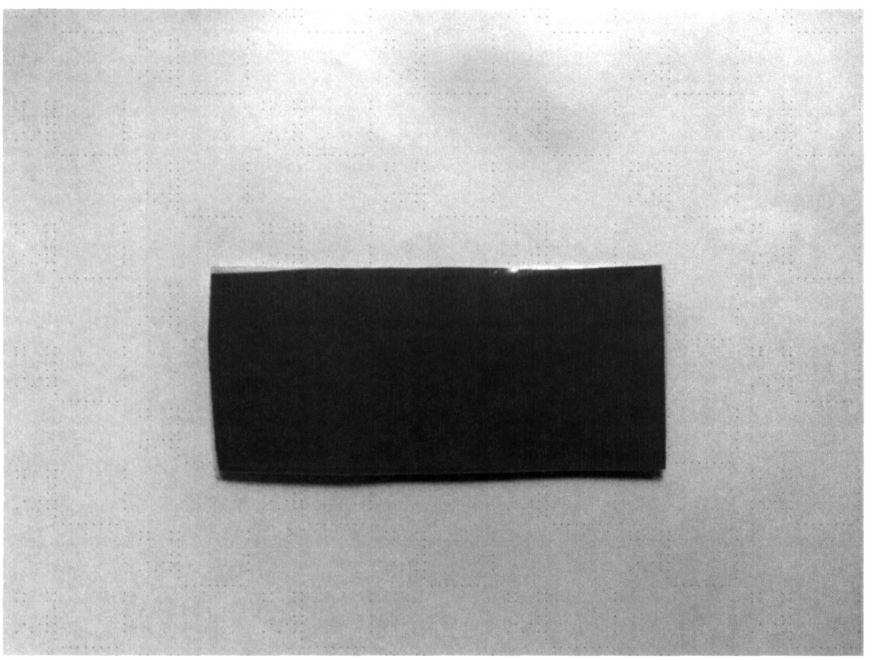

Figure 1 Stick-It-Bank from top view