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UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN ELECTRICAL ENGINEERING +(FKE)**

**EE111**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**COMPANY NAME: SCIENTEX ENTERPRISE**

**PROJECT: FRIENDLY SAFETY BRACELET**

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Then we also like to say our thanks to ourselves, the members of the Scientex Enterprise, for the invaluable idea, the ever-present commitment and the continuous positive attitude in writing the business plan. Kudos to everyone.

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## EXECUTIVE SUMMARY

Scientex Enterprise is a brand new company build up from a circle of Electrical & Electronics Engineering Department from Uitm Pasir Gudang, Johor. Scientex comes from the idea that all of us live in the same house in Taman Scientex. Despite all that, we decided to locate our company in Kulim, Kedah.

We have come to notice that working parents in Malaysia are having a problem of insecurities to send off their children to be taken care of by someone else. Therefore, our company tends to create an electronic device mainly but not limited to monitor these children away.

By using the concept of pulse or heartbeat calculation, we believe our product can help those worrying parents to ensure that their beloved children are in safe condition.

However, as we stated above this device is not limited to monitor children only, it can also be used as an additional safety measure for adults, especially in todays' alarming rising crime rate. We like discuss how this product can help the security of adults, especially women later in the description of the product below. Hence, we believe our ideal customer target would be adults and children alike.

We believe that there is a market for our product due to the fact that smart watches have been produced exponentially by different makers. It just shows that having an electronic device at your own wrist is not troubling at all. Humans have been wearing watches since a hundred years ago. So a safety conducting product just on a wrist logically will have its own market in our opinion.

We acknowledge that we have seen some companies been building a product with some sort of our product idea. However, those ready-made products are found to be only able to discover the wearer's location via GPS. We believe this feature is only useful in searching for a lost child, for example. How about the poor children who have been misconducted by their guardian, or the adults that are in danger? Their problems will not be solved by these existing product we fear.

Scientex Enterprise, which are founded by fellows of engineering background have also formed a formidable management team inside the company. These diligent and ingenious minds will definitely drive our company to success. We seeks to achieve being the number one human safety company in Malaysia.