

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)**

**HAIZA LIGHTING VENTURES
“ SMART CLAP LAMP ”**

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EXECUTIVE SUMMARY

Haiza Lighting Ventures is launching a new kind of lamp in the market that is Smart Clap Lamp. The Smart Clap Lamp offers a minimal wiring and minimize the consumer's energy to switch it on. The main device used is sound sensor which makes the lamp lighten up by clapping the hand.

We do not have any specific target market for this Smart Clap Lamp. Some people must be thinking that the lamp is only for high end, but it's not. Everyone can use this lamp. Moreover, it is really useful to disable people.

Smart Clap Lamp will use pull strategy to make people aware of its products. It will be positioned as a product of moderate price and high quality. There will be various types of promotional campaign to make people aware of the product brand and amazing offers. The marketing tools will include TV Commercial and also posters. Smart Clap Lamp's marketing budget is estimated in affordable method which will enable it to continue the huge sales promotion schedule.

As Smart Clap Lamp is the new type of lamp product along with unique way to switch it on, that's why there will be a great opportunity to grab the market share with higher demand.

Smart Clap Lamp products will be produced in its own production in Pasir Gudang because of convenient transport and availability of raw materials. Finished product will be distributed with help of local distributors.