



اَوْنِيُوْ رَسِيْتِي تِي كُونُو لُو كِي مَبَارَا
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**TABLE OF CONTENT**

CONTENT	PAGE NUMBER
ACKNOWLEDGEMENT	3
1. EXECUTIVE SUMMARY	4-5
2. PRODUCT OR SERVICE DESCRIPTION	6-11
3. TECHNOLOGY DESCRIPTION	12-14
4. MARKET ANALYSIS AND STRATEGIES	15-31
5. MANAGEMENT TEAM	31-57
6. OPERATIONAL PLAN	58-71
7. FINANCIAL ESTIMATES	72-85
8. PROJECT MILESTONE	86-88
9. CONCLUSIONS	89-90
10. APPENDIX	91



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1 EXECUTIVE SUMMARY

AberGlide Backpack Enterprise is a partnership company that has been established on 18th March 2019. AberGlide is high quality products that innovation from the existing backpack to the high-technology use as combination of suspension system or pulley system with automatic-timer massager system. AberGlide came with four designs and four sizes. Each design have their specific name and characteristics to distinguish with existing design and brand. These innovation backpack suitable for teenagers , hikers, travellers or active people. AberGlide is the leading modern and innovative backpack, relieve stress and strain of

AberGlide has created vary unique design especially its function to differentiate with the existing backpack quality of being the only one of its kind and being particularly remarkable and special compared to other competitors. AberGlide innovate to lighten the burden that wearers bring onto their back. Besides that, this innovation can make the wearers feel comfortable when carrying the packs and they can enjoy the massage. AberGlide active people between the age of 20 to 35 who love to wear trendy and modestly and the price of items sold in AberGlide Backpack Shop is affordable and reasonable by every segment of customers especially the active hiking people. Each backpack price are range from RM 1736 to RM 1955 which is affordable compared to other type of existing massager backpacks at the market.



AberGlide Backpack Shop is located at No 18-3, Setia Avenue, Jalan Setia Prima S U13/S, Setia Alam Seksyen U13 40170 Shah Alam, Selangor which quite strategic with the city and target market. Forecasts its sales to be RM 469,253,088 in the year 2020. For the next year, the sales are forecasted to increase 30 percent from the first year and 50 percent increase from the second year in 2022. This shows a positive cash inflow in AberGlide.

AberGlide Backpack Enterprise is founded by five people which are the major contributors for this business. Wan Nur Amira Balqis is appointed as Chief Executive Officer for her highest contribution in AberGlide's funding, Syafiqah Azwani as the Financial Manager, Syahidatul Husna as Operation Engineer, Rusni Azreen as Administration Manager and Nur Shafieqa as Marketing Manager. All of these people carry the responsibility as workers in conducting AberGlide business process