UNIVERSITI
TEKNOLOGI
MARA

AUTOMATED INTERGRATED SYSTEM (AIS)
BLUEPRINT BY HYPER STARK

FACULTY & PROGRAMME : COMPUTER AND MATHEMATICAL SCIENCE & CS230

SEMESTER : SEPT 2019-JAN 2020

GROUP MEMBERS : 1. FATHINI BINTI BADRUDIN (2017449868)

2. MOHAMED SHAFIQ BIN MOHAMED YUSOF
(2017867262)

3. NUR FADHLINA BINTI ABU BAKAR ASHE'ARI (2017897726)

4. WAN AIDA NABILA BT WAN ABDULLAH ZAWAWI (2017440192)

SUBMITTED TO:

MADAM NOORUL HUDA BT. ZAKARIA

SUBMIT DATE: 2 DEC 2019

Contents

1. EXECUTIVE SUMMARY

The executive summary is usually short and concise. The summary articulates what the ==opportunity conditions are and why they exist==, who will ==execute the opportunity== and why they are capable of doing so, how the company will ==gain entry and market penetration==; it answers the questions: "for what reason does this venture exist and for whom?"

Essentially, the executive summary needs to reflect the criteria presented in the Business Opportunity Analysis Exercises. This is your chance to clearly articulate how your business is durable and timely, and how it will create or add value to the end user. This summary is usually prepared after the other sections of the blueprint are completed.

1.1. Brief description of the business and product concepts

Hyper Stark SDN BHD is an organization that is formed under a partnership that produces innovative washing machine which is Automated Integrated System (AIS). Our business main goal is to be one of the top company in Malaysia by providing our main product which is AIS that is unique. Our company also focuses on providing a good quality system to customer and give satisfaction to customer when using our product. Hyper Stark SDN BHD creates the AIS with some safety element to ensure that the user and the people near the washing machine are in protected from ant unwanted incident. The concept of our organization is to provide the best products that can help the laundry business more consistent and convenient.

Automated Integrated System (AIS) is a new system that use in the washing machine especially in the laundry. It can help the customers that wash their cloth at any laundry more convenient and they not have to wait a long time at there. Our system have come in few characteristics that make our product is unique. The material that use make the system is metal box to discover the system. Besides that, we use an Arduino Nano, GSM, weight sensor and keypad to make the system. An Arduino Nano as microcontroller or to be simple as a "mini-computer". While the GSM is for transmit and receive data. The transfer rate is higher. To make sure customer receive text message, the keypad is attached together. All of this material will placed in the metal box and the box will put in the washing

machine. While the keypad and the LCD screen will placed in front of washing machine. The LCD screen is too show the number phone that have been key in.

AIS is use in the washing machine to make it friendly user. The weight sensor will ring when the customer put in their cloth over the limit. They also can wash thick blanket using washing machine. The keypad is use for customer key in their number phone to make our system send a notification to them, when their cloth have been finished. This also make the customer not wait too long at laundry. So that, they can go anywhere and leave their cloth until it finished because the system will send the notification to them.

1.2. The target market and projections

Our target market are for the self-services laundry that can use the product to improve their sales. Before this, the customers that use the laundry need wait too long and don't know that they put the cloth until over limit. It also can make the absorber damaged and to fix this absorber is very expensive. Therefore, our innovation of AIS will help them to overcome the problems. The AIS is made out of high quality component that gives room for ease of maintenance and less cost of repairing and maintaining.

Moreover, many customers will use the laundry during rainy day and peak hour. It also can make the laundry more crowd. Using the system will make those laundry systematically. We will expand this product, which is not only for laundry but also for household. For the house hold we will add some function to make it suitable to use in house and remove some function like keypad. It use in house so no need to key in phone number.

1.3. The competitive advantages

This product is an innovation from current machine that is mostly been used in this market. The disadvantages of the current machine is not friendly user and have some problems. Besides that, Kuala Terengganu does not have this type of the product which makes our company the only one that provided the AIS that is newly innovated. On the other hand, Automated Integrated System (AIS) is a unique product because it can send notification when it finished, ring when the overload of clothes using the weight sensor. This product also prioritized the safety of the others. The cost of our product is also considered suitable and affordable price for

4

a machine. Furthermore, the product also have warranty and can be used for a long time. When the product was broken during warranty time, the owner of laundry no need to pay the cost for repairing it. Our company will responsible for it.

1.4. The profitability

A market analysis has been done on the organization that responsible with the satisfaction of the customer shows that this Automated Integrated System (AIS) could give promising profits in return. This is because, our company that will sell the Automated Integrated System (AIS) in Malaysia. As a distributor, a good strategy and promotion will ensure that this business will gain profit over the years of operation. For our product, the price would be RM 399.00 after being taken into consideration in terms of manufacturing costs and other cost as well. And it is considered an affordable price for an AIS product because of the unique and new features of our products.

1.5. The management team

Hyper Stark SDN BHD of four manager which are General Manager, Financial Manager, Marketing Manager, and Operational Manager. Each partner has its own responsibilities where all the partners are required to handle and manage their own department under supervision of General Manager. The four main managers always support in either money related or even the idea. Each partner also invests their own cash for capital which is RM 10,000.00 each. So, the total for contributions is RM 40,000.00. The management team is shown below in table. The company organization chart is prepared in figure 1.1 below.

Table 1.1 General Manager Information

Name	Mohamed Shafiq Bin Mohamed Yusof
Age	32 years old
IC number	
Email	mhdshafiq@hyperstark.com
Position	General Manager