



UNIVERSITI  
TEKNOLOGI MARA  
MALAYSIA

**LaseiRon**

---

**Faculty : Faculty of Computer and Mathematical Sciences (FSKM)**

**Program : Bachelor of Computer Science**

**Program Code : CS230**

**Course : Technology Entrepreneurship**

**Course Code : ENT600**

**Semester : 5**

**Group Name : Five Star Corporation**

**Group Members:** 1. MUHAMMAD ASYRAF BIN MOHAMAD ZAIN(2017412144)  
2. KHAIRUL IFFAN BIN RUJHAN(2018402224)  
3. MOHAMAD NUR ADAM BIN MOHD AHYAD(2017412232)  
4. MUHAMAD GHULWANI BIN AHMAD DAUD(2017602244)

**Submitted to**

**NOORUL HUDA BT ZAKARIA**

**Submission Date**

**1 December 2019**

**NOORUL HUDA BT. ZAKARIA**  
Senior Lecturer  
Faculty Of Business Management  
UiTM Cawangan Terengganu  
Kampus Kuala Terengganu

**CHECKED**

Table of Content	
Content	Page
Table of Content	1
EXECUTIVE SUMMARY	2
PRODUCT OR SERVICE DESCRIPTION	4
TECHNOLOGY DESCRIPTION	7
MARKET RESEARCH AND ANALYSIS	8
MANAGEMENT TEAM	19
FINANCIAL	27
PROJECT MILESTONES	34
CONCLUSIONS	35
APPENDICES	36

## **1. EXECUTIVE SUMMARY**

### **1.1 Brief Description of the Business and Product Concepts**

Ironing clothes is a common activity in our daily life. When we want to go to work or school or any event, we have to iron the cloth to be more dashing or beautiful. Each ironing takes a lot of time to complete iron. For ironing cloth many people still used traditional iron or maybe steam iron but it still taking a lot of times. So laseiRon is introduce to overcome this problem. The laseiRon is simpler to use and short the time in ironing that usually traditional iron taken.

The laseiRon is included with laser to help the consumer to ironing more than one cloth at a time. The heat of the laser will be set according to type cloth. The level of heat can be chosen at the laseiRon monitor. It also included with sensor to sensor the existence of cloth, the laseiRon will start when there is cloth at the area of rod. The sensor also is used to sensor if the cloth has completed ironing or not. This sensor is used to make sure the safety of consumer and to prevent burning to happen.

### **1.2 The Target Market and Projections**

Our main target markets are for housewives, laundry shop, boutique and who are prioritize to use our product so they can use it to shortest their time in ironing cloth. Our customers will be able to get this product at a nearest store like Mydin, Giant, electronic shop and other related stores that available to sell our product. We choose these stores as our distributors to supply our product because these stores are the most suitable places to provide this type of product and basically, these are the places whereby customers will be looking for this kind of product. In addition, these places are located at the most populated location in Kuala Terengganu.

Moreover, as the develop state in Malaysia, Terengganu is the main contributor to the economy. Our company, choose ironing as the most important product to help customer go through their daily life more comfortably. For more information, when monsoon season happen Terengganu our product is really useful because at that time many people will send their cloth or others to laundry shop. Using our product will help laundry shop to maximum their capability in working to satisfy for their customers. It is not just for laundry shop but also any housewives because they have to take care of their loving families.

### **1.3 The Competitive Advantages**

This product is an innovation from the old fashion iron that only can iron one cloth at a times. To satisfy the customer needed this product has been make to iron the cloth more than one cloth at time, so it will save more time than usual. This product also includes with sensor to make sure of consumer safety and also wit user friendly interface to change the level of laser according to type of cloth. This product advantages also it is develop using advance technology and using stainless steel to make sure the product is lasting in five years. The cost of this product is also

considered suitable and affordable price everyone. This product will be more competitive than any other product in the market because of the functionality of the laseiRon that are fulfil the requirement from the security and safety.

#### **1.4 The Profitability**

A market analysis has been done on the needed of laseiRon product in different laundry shop in Terengganu. This product shows that this new style of ironing could give promising profits in return. As a distributor, a good strategy and promotion will ensure that this business gain profit over the years of operation. Actually, laseiRon is a new product and this product also has only single competitor in Kuala Terengganu because it is the first iron that using laser to ironing cloth and this can be considered innovative. Considering this, our company's aim is to control overall market share for this product.

#### **1.5 The Management Teams**

The Five Star Electronics Corp. consist of 4 partners in top management. There is a general manager, financial manager, marketing manager and operation manager. Each of partners has its own responsibilities where all partners are required to handle and manage the departments operation wisely.

## **2. PRODUCT OR SERVICES DESCRIPTION**

### **2.1 Describe in some detail the product of service to be produced/sold**

The five stars corp. is making a product that can help people to make people daily lives more efficient. We also want to shortest our times when ironing because it can affect our routine. Then, by producing laseiRon is introduce to minimized our problem. The name of our product also come from combination of laser and iron. We use this name because we want to telling people about our innovation of product. Iron is really something important in our daily lives because we will use every time we want to go out or if we have some event to participate so we will iron our shirt to look smarter.

For more information about our product, our product is embedded with laser and sensor. Laser will be used to ironing the cloth while sensor for ensured the safety of consumer. These two things are embedded because we want our security and safety of product is high so that our customers are not worried about something bad maybe happen. When we using laseiRon it only in 3 minutes in longer. How to use it? The consumer only needs to put the cloth at the rod and sensor will detect the presence of cloth. Then press type of cloth to change the heat of laser. Lastly, press start then the laseiRon will start working and if the sensor foounf no more wrinkle at the shirt so it will stop automically and make notification to identified consumer that the cloth has completed being iron.

### **2.2 Describe the primary end use as well any significance secondary application.**

The laseiRon is suitable for laundry shop and housewives because they always use iron to ironing cloth. The laseiRon is not hard to use but it is easy. So, it will housewives to use our product. For laundry there are so many cloths that they need to iron so laseiRon will help them because our product can iron up more to 10 cloth at one time of ironing. Besides that, it combines with light material and long lasting of used technology. The buyer that we supply will see our product different than any others because of uniqueness and functionality of our product, from the design until the feature.

### **2.3 Emphasize any unique features of the product or service and how to these will create or add significance value; also, highlight any differences between what is currently on the market and what you will offer that will account for your market.**

The laseiRon has been design with variety features on it compare to regular iron and stean iron. The old fashion iron only can iron one cloth at a time rather laseiRon that can iron up to 10 cloth. It helps people from waste of time to iron the cloth.