UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

QUILLCACHE Smartpen

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1.1.   Brief Description of the Business and Product Concepts

Adelfoi & Co. is a partnership business which consists of four partners that produces a smart pen. It is located at Lot 4 Bangunan Angsana, Jalan Jauh, 20100 Kuala Terengganu, Terengganu. This product, the QuillCache smartpen, uses motion detectors to simulate users' hand movement in order to recreate the doodles or writings digitally, thus also backing up the digital copy of the notes. The digital copy will be backed up safely in cloud storage when connected to the internet. When in absence of the internet, the digital copy can be backed up to the alternative storage, which is an attached flash drive at the back of the pen. Additionally the flash drive attached can be used as secondary storage by the users also, the same as they would treat and thumb drives in their possession. This multi feature were crucial in implementing them into the smartpen as this would make it its advantage over others. All of this electronical features are supported by an internal battery located in the smartpen itself.

Besides, QuillCache is produced by the hired factory at BI Technologies Corporation Sdn Bhd, A-1445, Jalan Tanjung Api, Kampung Selamat, 25050 Kuantan, Pahang. Once it is done with the process, the worker at the factory will package the product into a box. Then, the finished products will be delivered to the computer shops and the kindergarten at Kuala Terengganu. The products will be sold to the customer based on their demand and wherever it is necessary.

1.2. The Target Market and Projections

The target markets for the product are the general public specifically the people higher income as the product price can be quite high due to the development cost being high. As the days gone by the people around the world are becoming more and more dependent on technology and traditional ways of doing something are being left behind and forgotten as newer stuff or technology are more easy to use and efficient. Currently Malaysia are in an era of transition to become more dependent on technology in order to compete and catch up with other countries. That's why with the innovation of the wireless pen it will help in modernising the countries that will help in achievement the countries goals. Besides that, with the existence of the product the ways the people takes notes will be different as the wireless pen will help it in backup the notes into a cloud storage this will help in reducing paper usage subsequently leads to a greener product that will contribute in saving the earth. Thus making it more popular.

1.3. The Competitive Advantages

A competitive advantage is what makes you better than the competition in your customer's minds. In order to get the customer's attention and trust in our product, we are adding a feature which backs up users' notes or drawings. This is achieved by adding motion detectors under the grip of the smartpen, allowing it to retrace the hand movement and at the same time make a digital copy of the notes. The use of motion detectors eliminates the need for a specialised book with touch sensors embedded between the paper. The backed up digital copy will be saved directly to cloud storage, or in case of the absence of internet connection it will be directly saved locally in the attached flash drive at the back of the pen.

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The user can also receive additional feature of using the smartpen as a flash drive, because of the availability of the attached flash drive initially meant as an alternative backup location. The exposed USB port can be used to charge the smartpen's internal battery, after removing the lid.

1.4. The Profitability

Profitability is the primary goal of all business ventures. Without profitability the business will not survive in the long run. So measuring current and past profitability and projecting future profitability is very important.   A good degree of profitability will ensure the business will gain profit over year by year of operation. As our product, we believe the smartpen will attract the customer that is fast moving in this hectic community, thus there will be demand for a device that is as advantageous as QuillCache. Furthermore, it also doesn't take heed of seasonal change, as the product will be needed all year round. Besides, this product also wireless, use internal battery and can be used as flash drive too.

1.5. The Management Team

Our company consist of four main managers which cooperated to run the business. There is general manager, financial manager, marketing manager, operational manager and administrative manager. Each of main manager has its responsibilities where all manager cooperated to handle and managed by each department wisely.