



**TECHNOLOGY BLUEPRINT**  
**ZAYTRA COMPANY - SMARTSTUDY PAD**

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## 1.0 EXECUTIVE SUMMARY

Zaytra is a company that focuses on designing thoughtful and practical products to simplify our daily lives. We believe small changes in the manner we work, live, or study can make anyone more productive, less stressed, and have a better-organized life. Our team is committed to improve to meet real problems that people face. Zaytra is about to solve the problem for those living in small spaces or anyone who's making the shift to a more mobile lifestyle. Every product is designed to be minimal, functional, and affordable, all while ensuring we never skimp on quality or usability. At Zaytra, we aim to combine technology and ease of use with an uncomplicated and organic method that is for everyone.

Zaytra's new product, the SmartStudy Pad, was developed to help solve the dilemma many are facing these days. Not everyone has a suitable space or room where they can do their study or work, especially if you live in a small room, shared flat and rented accommodation. Worming around on the bed or floor working off a laptop is not comfortable and messy, and it typically is more difficult to concentrate when using the laptop on the bed or floor. We wished to try to find something simple and functional that can enable one to stay cozy and neat in smaller spaces.

The concept of the SmartStudy Pad is to have all of the tools that a person would otherwise require in one simple and convenient desk. The features consist of cooling fans to avoid the overheating of laptops, a wireless phone charging, a LED that provides enough light, and a phone stand or can be used as storage to keep it all organized. The SmartStudy Pad was created to become a part of your everyday life so that studying or working at home becomes easier, comfier, and more productive.

Our main target group is for remote workers and students living in small or shared houses such as rented rooms, hostels, or small flats. Most of the users are between 17 and 30 years of age, technology-savvy, and need a smart, compact, and comfortable workplace. It is also appropriate for users who work from beds or sofas and often get discomfort or overheated laptops upon extensive use. They are fond of practical features like wireless charging, built-in cooling fans, and foldable LED lights.

Based on a survey of 60 respondents, over 70% expressed interest in smart features and more than 35% are likely to purchase the product. Most users prefer a price between RM51–RM100, and Shopee is their top online shopping platform. In the first 3 months, we aim to sell at least 100 units per month, which can generate around RM5,000–RM10,000 monthly revenue. With proper online marketing and student-focused promotions, we project a 20–30% growth in sales each quarter.

The SmartStudy Pad will be a unique product among the competitors because it has a set of features that satisfy the demands of modern and tech-savvy people. Its multi-purpose capability includes dual cooling fans, a foldable LED lamp, a Qi-standard wireless charging pad, a multifunctional phone slot into a single, compact product by eliminating the need for multiple accessories and helping users save space and money. Being a portable and foldable with weight only 2 kg, it is an ideal product for students, freelancers, and remote workers who are living in small places or sharing apartments and have flexibility to work either on a bed, sofa, or floor. This tech friendly design is able to overcome the common digital life problems, like overheating, cable clutter, dim lighting, and also being priced with good value-in-money makes it favourable in terms of a good tech-friendly design and price, particularly among the students and young professional community. The SmartStudy Pad also has a first-mover advantage since it is among the first locally produced solutions, which is a smart furniture product of its kind. Moreover, being among the first locally available smart furniture solutions of its kind, the SmartStudy Pad has the first-mover advantage that comes with comfort, convenience, and functionality packaged in one product and thus it can capture a specialized segment of the market.

The SmartStudy Pad indicates great potential in terms of profitability; based on standard selling price of RM100, an early bird offer of RM89, and low-cost material, modular tech components, and competitive local sourcing factors, can make the product profitable to the highest extent. The online direct-to-consumer model of operation saves the business huge distribution and retailing costs that enhance the margins even further. The financial forecast shows that it will break even in less than 6 months, provided that it sells at least 500 units, and reveals the possibility to increase sales to 5000 to 10 000 units per year, generating more than RM300 000 in revenues. Also, the merchandise has an excellent repeat sales value, especially in

student communities, coworking hubs, and corporate gift markets, thus guaranteeing it continuous profitability and a sustainable business life.

The management of the company under SmartStudy Pad is conducted by five team members, who are assigned certain roles to ensure business success. The Chief Executive Officer (CEO) is Nur Syaheera Binti Zulkifli with roles in overall leadership, decision-making, and business strategy. Nur Aini Mardhiah Binti Sahe is appointed as the Chief Product Officer (CPO), who will be in charge of design, innovation, and product development. The Chief Financial Officer (CFO), Fatin Fadzlin Sakina Binti Hussain, oversees budgeting, financial planning, and cost control. Chief Marketing Officer (CMO) is Nur Farhan Izarine Binti Afizan, overseeing branding, promotions, and customer relations. Last but not least, the Chief Operating Officer (COO) is Nurshazrin Izzati Binti Azat, overseeing daily operations and internal coordination. Each with their unique set of skills, this committed team comes together to drive the company forward.