

TECHNOLOGY ENTREPRENEURSHIP

ENT 600

REVOLUTION OF ID CARD

FACULTY OF PLANTATION & AGROTECHNOLOGY

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1.0 EXECUTIVE SUMMARY

Matric card act as identity for worker or student in any institution. But, matric card do not have various function to ease the task that need to be settle in short period. Here, in our company, we were specialized in production of matric card that also can act as smart card. We are also responsible in manufacturing the best smart card to be used in presentation which require the use of pen drive, pointer and controller. In this case, our smart card can be widely use in education, marketing and management field.

a. Business concepts

Zasss Tech Enterprise is an expert in producing smart card. For our latest model in the upcoming release it will be a collaboration with the world's renowned company in producing digital electronic devices which is Sony. We are creating smart card which has the multifunction which is pen drive, pointer laser, touch pad, and wireless mouse. The use of a pen drive is for the user to carry the data that they want to present. For the pointer laser is to highlight the point they want to tell the audience. The installation and assembly of the components are done in our factory. This product is considered different from other company in particular smart card industry as none of the vendors are yet to produce it.

b. The Target market and Projections

The target market for the smart ID card is for lecture, presenter, motivator, and promoter. The lecture and presenter can carry this product easier because the weight are light and multifunction as it have pen drive, pointer laser, touch pad, and wireless mouse in one product. So that, the explanation will be done without interrupted as we do not

need to go to computer to change the slide and do not use a pointer from the other device anymore

c. Competitive advantage

As the company for manufacturing smart card, it is normal to have a competition with the others company. By introducing pen drive, laser pointer, touch pad and controller that integrated in one smart ID card, it is sure can compete with the other bigger companies. The smart card itself is one step ahead on becoming the next big thing in the industry of smart card for being difference from the normal smart card. In this generation, rapid evolution of technology will surely gain the interest of technology industries too.

d. The profitability

The profit of the company depend on the ability of company to control the price. Taking the insurance is a great way to decrease any loss if anything bad happen. We also need to learn how to get the buyer and manage our asset carefully.

e. The Management

The company is consist of a strong founding team lead by an experience general manager herself Miss Aishah. She was assisted by four managers which are Mr. Nazir as administrative manager, Mr. Fazlee as marketing manager, Mr. Zukamirul as operation manager, and lastly financial manager, Miss Belinda. All the members of the boards originally from a different background gathered together to build the company that manufactured the smart card.