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1.0 Executive Summary

Lightning Company have developed a new product to introduce to the consumers which called as Lightning Deep Fryer. Our company targeting in supply for Lightning Deep Fryer since it is can be used by people that owned a restaurant to cook more efficiently. Next, Lightning Deep Fryer is a customer-friendly which helps people save time and ease them to fry and cook food. As many years passed by, technology development grow rapidly and more costing. Nowadays, people might think that it is difficult to start a business based on food and beverages because they cannot afford to buy those kind of technology such as deep fryer that is increasingly sophisticated. Therefore, Lightning Deep Fryer can help the consumer to have deep fryer that are affordable and easy to use. Overall marketing strategy will be included specific marketing philosophy and strategy of the company, the value chain and the channel of distribution in the target market. First of all, our target market will be based on the residence in Shah Alam area since our company was nearby Shah Alam. For initial intensive selling effort, our company has set the target customers in other words, types of customer groups that would buy our product. Our target customer is for restaurant owner, stalls. The lastly, our target customer is the family residence. The product is designed to save time, biodegradable, and help workers to cook faster and consistent. It will ease and minimise the time for the chef that are always needed to serve food faster and at the same to keep maintain the food quality and consistency. The price is reasonable and there is two energy power would be provided in this Lightning Deep Fryer. Our company target for production in 2nd year we will target to increase it by

RM 1 500,000. The management team in our company consist of several sections and is conducted by experienced employee to make sure our company is run efficiently.

2.0 Product Description

Lightning Deep Fryer is the product that Lightning Company agreed on to produce. The product is a new upgraded version of deep fryer existing in the market with characteristics that suit customers demand and need. The product design attached in Appendices. The function of the deep fryer is the same as the existing fryer; to fry tasty and crispy food that require a method of submerging food into oil at high temperature. It is 60cm x 45cm x 35cm in dimension with oil load capacity of 2L - 3L. It comes with compact design, light-weight and portable as we can see from the size. It is designed to be in smaller size than usual so that it can just be placed on table-top but it can function just as the normal deep fryer. Furthermore, the net weight of the product is approximately 5kg making it easy to move around.

The product is innovated to save time, energy, cooking gas and electricity use, and also lower the usual oil usage. Our Lighting Deep Fryer comes with timer and temperature control so it can be set on how long the food will be cooked with its optimum temperature depends on the food types. When the timer has ended, it will alarm people and the filter will raise automatically to prevent overcook. While the fryer is on operation, people can multitask and do other works so it will be time saving. The deep fryer operate on either electric source or cooking gas. People from home, restaurant or café owner might use the electric source as it is easier for them rather than purchasing cooking gas and replace it once it is running out of gas. Meanwhile, for hawkers, cooking gas is needed as they have difficulty to find electric source. It is also a convenient idea as to overcome the crisis of electricity blackout or running out of gas situation. The power usage of