



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
**UNIVERSITI
 TEKNOLOGI
 MARA**

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Hi-Tech CLOTHESLINE

NAME	MATRIC NO.	COURSE CODE	GROUP
NURFARRAH ATIQAH BINTI ROSLAN	2017420026	AS245	5M3C
NORANIS NABILAH BINTI ANUAR	2017420006	AS245	5M3C
NURHANIS SYAFIQAH BINTI ROZAIMAN	2017420042	AS245	5M3C
NUR IZANI BINTI JUSOH	2017419944	AS245	5M3C

SUBMITTED TO

PROF DR SHARIFAH ZANNIERAH SYED MARZUKI

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1 EXECUTIVE SUMMARY

Nowadays, people are concerning about modern lifestyle that make it easier for them to do something in their daily life. In addition, the current lifestyle that is always used high technology machine instead of using manual machine allows that they require all in proper circumstances including drying up wet clothes. Our missions consist of 4 important parts which are to provide a product that can promote green earth environment, to reduce time consumption for clothes to dry, to prevent the growth of bacteria on damp clothes and to save space in storing the clothes.

The existing clothesline those are available in the current market have a lot of weakness so, by taking this advantages toward the current situation, we have gone one step further from our competitions by introducing our product, Hi-Tech Clothesline that has been invented with special features.

In the Hi-Tech Clothesline there are several important components such as 4 main wheels to make it easier for users to bring it anywhere, folding stand system for the movement of the height of clothesline, solar panel to produce energy, water catchment area, and flexible holder and lastly fan and heater for the drying of the clothes in the Hi-Tech Clothesline.

There^(is) a lot of competitors are which are well known companies and have a lot of consumers. For our product, there is a lot of advantage by providing the best quality, functions, performance, delivery, and timing so that we will be recognized and soon will able to expand our market.

Our company is build up by 4 shareholders which are General Manager, Administration Manager, Marketing Manager and also Financial Manager. We have predicted the potential annual growth of our product for 3 years is about RM 7929,000 with our start-up cost is around RM 751 780.00.

We are confident that our product will generate enough profit to make our business feasible. This is due to the introduction of the new technology that we want to include in our product. People nowadays are eager to try new technology and based on this factor, we are confident that this Hi-Tech Clothesline technology can attract people to buy our product.

2 PRODUCT OR SERVICE DESCRIPTION

Nowadays we can see that every people are very dependent to the technology to facilitate their daily life. Based on the problem that often faced by all the people such as the clothes cannot be dry cannot be dry in a short time, problem due to the occurrence of rainy season and inclement weather to dry clothes, lack of space or no place to hang wet clothes when at the outside can also be one of the issues faced by user. This product will give a lot of advantages to us because it is very suitable for our lifestyle nowadays. By taking the advantages toward this situation, our company has come up with this idea which is hi-tech clothesline that has been invented with special features.

The Hi-Tech Clothesline features are consisting of heater, fan, battery, remote control, adjustment height, water catchment area and flexible holder. First of all, the product has three different sizes which are small, medium and also large. The Hi-Tech Clothesline is made from lightweight materials that do not break easily so that, they can be carried anywhere. In addition, it uses solar and electricity. The user only needs to be charged before using it.

Hi-Tech Clothesline is a mobile clothes dryer that not only has the potential to dry clothes in a short period of time, but also can be used to store clothes. Apart from functioning as drying clothes, it can also be used to as a place to hang up the clothes so users no longer need to think where the appropriate place to dry their clothes and most importantly it can be carried anywhere.

Hi-Tech Clothesline is actually based on the usual clothesline that but we have make new concept by making some innovation to the original clothesline. As we know existing clothesline does not guarantee drying at the short period of time and difficult to carry wherever. We have adding some technology concept which is timer, flexible adjustment and drying controlling system. All these three things, we have combined and apply to our product which is Hi-Tech Clothesline in order to maximize the drying rates, automatic control (timer) and also easy to carry anywhere.

Hi-Tech Clothesline also has another difference with current clothesline in market, which is this product has timer. We can set the time for how long we want the drying clothes occur. Usually timer is use when the person leaves their house for a few days or going off to work. This is to make sure the drying process still going even there

are not at home, they can set what time they want the drying to occur and how long it to be process. It means we can

settings the drying process by using a remote control. This is another difference with other current product. The using of remote control is same as we use air conditioning or remote control fan. Lastly, this Hi-tech Clothesline also has 4 main wheels to make it easier for users to bring it anywhere. Flexible handles allow users to make their own choices whether they want to carry them vertically or horizontally.

This Hi-Tech Clothesline can operate into two modes. For the first part, we can set the mode of only heating or the second mode is fan. And we can also us both mode. Both mode mean that can use the heating process and also fan. Both part is depending on the owner of clothes for example, to use what mode that they want to. The Hi-Tech Clothesline comes with drying tool at top and bottom in order to maximize drying rates. It also comes with a remote control that can control temperature and the speed of fan to avoid extreme dryness. Users are free to make the choice for the drying process either using both modes at once or using one of them according to the suitability.

Hi-Tech Clothesline is a new product that actually uses to help people by providing a suitable place to hang their clothes. This product facilitates users because users no longer need to think where the appropriate place to dry their clothes. We do not have to act to move the clothes to another place as it can act as a temporary place of hanging clothes and a place to keep clothes after the drying process is finished.

In order to get the clothes, dry thoroughly, the main thing we concern the most are the source of energy. Hi-Tech Clothesline use sunlight as source of energy. Although we know that sunlight is the most environmental friendly way we can use to get our wet clothes dry, but there are also risk where it is in raining season and there would hardly be any sunlight heat during daytime. So to overcome this problem, this Hi-Tech Clothesline can use both source of energy which is solar energy and electrical energy. The user only needs to be charged before using it.

Users are free to use their own smells for a pleasant aroma, and to eliminate unpleasant odour. Besides, there are water catchments and areas for running water to prevent water that comes from wet clothes become stagnant and thus causing damage to this Hi-Tech Clothesline.