



BLUEPRINT : SMART TRASH SYSTEM

FACULTY : FACULTY OF ARCHITECTURE, PLANNING
 AND SURVEYING (FSPU)
PROGRAM : TOWN AND REGIONAL PLANNING
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1.0 EXECUTIVE SUMMARY

1.1 Description of The Business and Product Concepts

1.1.1 Nature of Business

Ratu Engineering Sdn.Bhd is a company that brings smart solutions to life. High tech companies developing, manufacturing and serving customers with smart solutions in industries that focused on sustainability which provide a cleantech products providing automatic waste collection and sorting solutions.

The product of this company is a high-tech waste collection machine name 'Smart Trash System'. It gives customers all the pneumatic waste collections benefits with low cost: less odours, no overfilled waste bins, emission reduction and free design of the residential block with safety and pleasantness in mind.

The Smart Trash System has two parts of machine which is The Waste Collection Cyclones and Waste Collection Points. The Waste Collection Cyclones can be placed far from the residential home, but the Waste Collection Points are close. It is convenient and safe for the residents.

The existence of Smart Trash System is such a great idea and can give a fierce competition among other recycle company that provide a good, convenient techs for customers. Since Ratu Engineering Sdn.Bhd is the first to invent this type of machine, it is hope that Ratu Engineering Sdn. Bhd can be the main provider of this product to the customer all around the world.

1.1.2 Company's Profile

Name of Company : Ratu Engineering Sdn.Bhd
Business Address : Jalan Niaga Bestari 8, Bandar Puncak Alam, 45010,
Bandar Puncak Alam, Selangor.

Website : www.ratuengineeringsdnbhd.com.my

Telephone No. : 03 – 3393 9907

Fax No. : 03 – 3393 9908

Form of Business : **Partnership**

The partners will have a legal agreement setting out how to make decisions, how to share profits, how to resolve disputes, how to purchase future partners, or what steps will be taken to dissolve the partnership if necessary. When the business is just starting, it's hard to think of a 'break-up.' But at a time of crisis, several alliances split up, unless there is a specified mechanism of how to solve the problems. Times taken, money, investment etc. in partnership company should also be listed.

Main Activities : Innovation and Technology

Commencement Date : 15th May 2017

Registration Date : 12th Mac 2017

Registration No. : 001505957-P

Company's Bank : Maybank

Bank Account No. : 162384801777

Soc Media Account : Ratu_Engineering

1.1.3 Business Location



Ratu Engineering Sdn.Bhd are planning to open at Bandar Puncak Alam, Selangor. The rational of choosing this place as a main for Ratu Engineering Sdn.Bhd company is because Bandar Puncak Alam is a developing area in Selangor which it is strategic and easy to access. It is located near to Tesco Puncak Alam. Besides that, it is near to Kuala Lumpur and Shah Alam and less traffic congestion compare to these two developed areas. This can make people who wants to deal with this company easy to visit where this place has various mode types of public transport such as bus, MRT and etcetera. Ratu Engineering Sdn.Bhd is confident be that there is no company within this area that provides the same technology and they do not have to compete with other company.

1.1.4 Date of Business Commencement

Ratu Engineering Sdn. Bhd planning to start its company on 15th May 2017, which is 8 months after registration date. Therefore, this company struggling very hard to ensure the company will be operating on the day they planned for business commencement. The first five months will be trial period for Ratu Engineering Sdn. Bhd to be operating smoothly. Ratu Engineering alternative to sell products through cooperation with any private developer and government institution. Also, involved in any activities that related to sustainability and promoting our product on social media such as Instagram, Facebook and Twitter.