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1. EXECUTIVE SUMMARY

1.1 Business and product concept

Photon Solar Sdn.Bhd. was established in early may 2020. Founded by Mr. Fariswan Atan and his team. The nature of this company business is focus on manufacturing services. The firm is formed links with Malaysian affiliates. The development of the firm was done stage by stage, the first stage was collected the ideas from all the members of the firm and sync it with this modern era to ensure the ideas is not out of trend and worth developing. The next stage is to put together a business plan, a good business plan will give a good business lifespan. Every successful business constantly review the sets of plans this is because to ensures that the company will meets what its needs. Third stage was to think about the profit that will produce from this business, observe which angle that will produce the profit. The next stage is start up the business. The teams was seeking for some investments, hiring some staff and managing accounts. This is the most challenging stage of all, because to start a new business from scratch will never be easy. The last stage is to dealt with increasing of customers and revenues. The competition from other companies also give a challenging experience in terms of pricing. Lastly, the teams was to find a way to increasing the profit volume of the company.

The signature of the company product is called Solar kage. Solar means the system that we used is based on natural photon energy from sun and “Kage” means umbrella in Japanese word. The concepts of umbrella and solar system was an inspiration from Mr. Fariswan Atan as he observed that in the cafes or restaurant were full, being outside is the second choice. Apparently, most of the canopies are not equipped with

charger for appliances as everyone knows in this modern era everyone are using mobile phone or laptop that they will need the charger socket to stay connected. Therefore, by using a solar supplies with the weather condition in Malaysia, it will give benefits towards the company which will reduce the electric bills. Meanwhile for the customers, they have access for electricity.

1.2 The target market

Our target market is focuses on more to big companies which use huge amount of electricity such as KFC, Starbucks, and 24 hours restaurants or convenience store. Other than that, our target can also be such as primary school, secondary school and even university can use our product to cut their electricity cost. Some of the family needs the like of gazebo or canopy decorated in their house would also can be use our product.

1.3 The competitive advantages

The product that we invent has such a big different from the normal canopy. The advantages that our product can give in terms of comfortability is that our product has a good material of canopy that would not easily broken and it has very strong strength with a perfect durability even in an inclement weather. In term of cost, it might be a little bit costly in the beginning but for a long term it will saves a lot of money and as well as electricity bills. This is the general advantages that our product can offer to the customers.

2. PRODUCT OR SERVICE DESCRIPTION

Nowadays, technologies are parts of human life. It can make life easier, human tend to solve any problems wherever they are with just a small tiny button on their gadget. They use the technologies every day in their life, without them they will found out that life will be so difficult like those in one hundred years ago. Human in this era is the luckiest human being alive because they can enjoy using the new technologies equipped with hi-tech function on their gadget. There are a lot kind of technologies that human used such as mobile phones and laptops.

Even though there are lots of technologies in this modern era, human will always make mistakes even it is small. These technologies need power to operate, and most of the people tend to do their works outside to get a perfect environment. Even in the likes of 24 hours supermarket such as 7-Eleven they will do the works there. They will need power to make their gadget function.

Solar energy is the energy resulted from the process of thermonuclear fusion reaction deep within the sun, this reaction produced so much energy about 10,300BOF. Even though the energy seems high, but it's intensity at the earth is low due to the distance between sun and earth. So the inventor around the world take this opportunity to find a way on how to capture the natural energy from the sun and convert it into usable energy. By taking the advantage towards this situation, our product which is Solar Kage has been invented with special features.

Solar Kage is a canopy equipped with Universal Serial Bus (USB) socket plug taking source directly from the solar power. First of all for the canopy, the tent is made of polyvinyl