



اَوْنُوْزِ سِيْتِي تِي كُوْلُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## HeaTherm

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**Name** : Mohd Ghazali Bin Mujiyo ( 2017411984)

**Submitted to**

**Madam Nordayana bt. Zulkifli**

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## **1.0 Executive summary**

Our company, Creative Electronic Sdn Bhd is actually a local company, specializing and participating in delivering a new approach of technology for the consumers to have. The product and the company itself was established, to deliver a 'green' products which adopts the principle of sustainability at which we try to offer an alternative of technology. This kind of technology will allow the consumers to continue living their digital lives, but with lesser digital footprints or negative impacts towards the environment. Founders, who mostly come from background related environmental sciences see the needs for them to act, not to just inducing cash inflows but also for the sake of the Mother Nature.

Moreover, our product will mainly target working people, party goers, and youngster as they are the main consumers in this industry. We will be selling our product in the state of Johor Bharu at RM99.00. This is price is quite reasonable and affordable as compared to our competitors.

Due to good competitive advantages, aided by the trends in the markets, profits are forecasted to be around RM 99 thousands within the very first term of business venture. This value seems good enough for a new company like us, where we can further develop and improve our products, with the gained profits.

Other than that, we believe that our product will bring us the profit we deserve as a lot of effort had been invest towards this product. We hope that our product will sustain in the near future and will bring us more profit.

Lastly, our management team consist of General Manager, Administration Manager, Financial Manager, and Marketing Manager.

## **2.0 Product description**

### **2.1 Industry background**

Nowadays people need something easy, multifunction, affordable and long lasting. So, Creative Electronic Sdn Bhd coming with new brand idea to solve your problem.

This problem exist because people complain about our previous product electric kettles is heavy and thermos is big. So, our management team has seat together to brainstorm this problem.

Electric kettles advantages are saves electricity bill which electric kettles are much more energy-efficient. An electric kettle with higher wattage heats up water at a much faster rate than using an electric stove. When water boils faster, you also end up saving on your electricity bill. Then, electric kettle can save time. An electric kettle, especially the ones that have high wattage, boils water within a short span of time. Electric kettles use approximately 80% of the energy to boil water or any other beverages. However, electric kettle have disadvantages like it is expensive. Other than that, almost every electric kettle is made of plastic that can make the kettle easy to broke and long lasting product. It also could sometime melt if the thermostat fails. Then, electric kettles are more prone to fire accidents.

Other than that, Thermos has advantages are preservation of hot food Items. Thermos is very useful for keeping tea or coffee hot in winters. It is used to savor the original taste of your food item, tea or coffee. Thermos is insulated and can be of great help any time any day. Other than that, keeping Cold Water ,Cold. Thermos is not only used to keep things hot, it is also used to keep cold thing cold for hours. Consequently, in a hot weather condition, thermos is the perfect choice to keep your cold drinks cold all day long. The disadvantages are Its difficult to carry and greatly prone to damage. Aside from this, it is also difficult to clean.



Electric Kettle



Thermos

Our company will serve you HeaTherm Bottle that can make your life easier. Our customer will enjoy the function and design.

HeaTherm Bottle is beautifully made in the Malaysia. It can be slipped inside your backpack or carried alone with space for all your work bits and pieces.

Designed and measured to fit the 12 oz. bottle is 7" tall and is 2.25" in diameter with a convenient USB your charger cable. The bottle will easy to grip and handle. We can also make you a custom sized with you interest.

## 2.2 Application of the product or service

A customer calls to complain that they have issue while hold the bottle. After the initial gathering of information from the customer, our company detect that the bottle is getting hot and it will hurt the customer hand. Other than that, we also get complain from customer that the design is terrible