



WIRELESS PORTABLE CHARGER 3 IN 1

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1.0 EXECUTIVE SUMMARY

1.1 Explanation of the Business and Product Concepts

We are from Gijutsu Tech Sdn. Bhd. have been in IT industry for a period of long time. The purpose of this report is to give the overview of our new product which is Wireless Portable Charger 3 in 1. The objective of our company is to produce stellar products, design and services that are suitable at a cost that represent the possible value to our customers. This new innovation is to overcome difficulties and help the students, business people and adult save their time during work, travel and can be use anytime without worrying where to charge or running out of batteries. We came up with a solution to design a charger with a few new and interesting features. The whole concept of this charger was to make their life easier. The concept of product is done by sketching.

1.2 Target Market and Projections

For this product, our target market would be the “premium users” or to be specific, students and business people. Most of them have a hard time during meeting, work or online classess. The reason we make this wireless portable charger designed is to help them to less worry about charging and make their work goes smooth, consume less electrical energy and safe cost.

1.3 The competitive advantages

As we know the competition in these technology industries is very high since most of the IT stores around the world have almost the same and equal product. But it's different for us since we produce something that is based on complaints, media mass and our product is to ensure that we managed to solve problems. Therefore, for this product that we are going to produce, we are confident that none of the company from technology industries has ever produce before. Since we are the first one to produce this wireless portable charger, we are sure that we are on the advantage.

1.4 The Profitability

Since we are the first ever company to ever produce this helmet, our marketing team have made roughly about our profit if our product meet the market choice. And we might able to gain high profit just from selling this special charger.

1.5 The Management Team

We are from Gijutsu Tech Sdn. Bhd. are a team of 6 management team. The originally team was from four but expand and recruited two more in order to smoothen our progress. Our team are Amirah as our General Manager, Haziqah as our Assistant General Manager, Syahirah as our Administrator Manager, Diyana as our Financial Manager, Izyan as our Marketing Manager and Sahirah as our Operation Manager. Each and every person plays an important role to keep Gijutsu Tech Sdn Bhd leads in the industries of technology.

2.0 PRODUCT OF SERVICE DESCRIPTION

2.1 Detail Explanation of Product

We are from Gijutsu Tech Sdn Bhd produce Wireless Portable Charger 3 in 1 to our industry in Malaysia. Normally the inspiration we produce the product from feedback, media mass and complaints of issue such as battery and plug problems that cost them alot. The goal of our wireless portable charger is to improve our product and overcome difficulties for premium users such as student and business people easier to do their work especially in these days of advance world of technology.

2.2 Application of the product

From previous we know that the aim of our company to improve and produce stellar products, design and services that are suitable at a cost that represent the possible value to our customers . We have use inductive coupled charging in our product with elligent design and slim non slip pad. Effect of this application in the product it can be use anytime, safe time and energy and also our environment. The slim pad helps to provent any object from sliding on a surface during charging.

Second, the function of product we provide wireless portable charger not only can be use for laptop but also with other gadget such as handphone, powerbank, and ipad which is very benificial and can be use anytime, anywhere. The main reason we use inductive charging is to improve efficiency by replace the uses of the AC adapter. This wireless power uses electromagnetic field to safely transfer power from a trasnmitting source to a receiving device to charge or recharge a battery. The bigger the coil, the greater the energy for charging.

Third, this product uses heat dissipation unbody aluminium which can make it to fast charging including the intelligent fast charging module. Since this is medium power with 65 watt, the temperature will rise up so with heat dissipation occur in the wireless charger, it can overcome the overheating problems and auto stop charging when its fully charged.