



اَوْتِيُوْا سَبِيْلِيْ تَيَكُوْلُوْا مِنِّيْ مَبْرًا
UNIVERSITI
TEKNOLOGI
MARA

ANEETA (NANO - SWEEPER)

Faculty : Faculty of Applied Sciences
Program : Bachelor Degree in Science (Hons.) Biology
Program Code : AS2012B2
Course : AS201
Semester : 2
Name : MUHAMMAD AMIR HAMZAH BIN MOHD YUSOF

Submitted to:

NUR SYAHIRA ABD LATIF

Submission Date:

June 7, 2020

TABLE OF CONTENT

Contents	Pages Number
1.0 EXECUTIVE SUMMARY	2-3
2.0 PRODUCT AND SERVICE DESCRIPTION	
2.1 DECRPTION OF THE PRODUCT	4
2.2 APPLICATION OF THE PRODUCT	5
2.3 UNIQUINESS OF THE PRODUCT	5
2.4 SUMMARY OF FUNCTIONAL SPECIFIC AND PHOTO- GRAPHS	6
2.6 OPPORTUNITIES FOR THE EXPENSION OF THE PROD- UCT LINE	7 8
3.0 TECHNOLOGY DESCRIPTION	
4.0 MARKET ANALYSIS AND STRATEGIES	9-10
4.1 MARKET SEGMENTATION	11
4.2 MARKET SIZE AND TREND	12-13
4.3 COMPETITION AND COMPETITIVE EDGES	14
4.4 ESTIMATE MARKET SHARE AND SALES	15-16
4.5 MARKET STRATEGY	
5.0 MANAGEMENT TEAM	17
5.1 ORGANIZATION	18-19
5.2 KEY PERSONNAL MANAGEMENT	21
5.3 MANAGEMENT COMPENSATION AND OWNERSHIP	22
5.4 SUPPORTING PROFESSIONAL ADVISOR AND SER- VICES	23

1.0 EXECUTIVE SUMMARY

Recently, to find a cleaning tools that can help people for stay clean and healthy is quite difficult. Many of manufacturer companies are selling products that never care about the people healthy and risk toward that particular. The Nano sweeper concept actually taken from nature. This nano-sweeper promised you to have better environment that free rubbish and small particle such as dust with high recommended nature element used. The hairs of sweeper are made up of natural element such as charcoal. To improve the absorption of dust and effectiveness during cleaning process this sweeper has been modified with Nano element. Nano element act as ions absorption that contains of negatively and positively charges, this allow the attachment and attraction of other particles onto the sweeper hairs. Transmissions of negatively and positively ions. Remove bacteria or viruses. The ions attach themselves to the surface of microbe and viruses it will transform into highly oxidative OH radicals which is the hydrogen will drain out and combines with the OH radicals and turn into water, H₂O molecules. Effective dust, pollens and other particles traps. This sweeper design with two layers of hair to make it more efficient during cleaning process by trapping the dust or other small particles prevent them from dispersal onto the air. Materials use for making this sweeper made up from the good and high qualities materials such as carbon, alloy and natural element such as charcoal. In this product we use carbon and alloy because it light in weight and also have strong which is suitable for long period use. In addition, it also can reduce the risk of joint pain, reduce tiredness, and muscle cramp.

The name of my company is “Aneeta “. Aneeta come is a manufacturing company which producer cleaning tools or equipment like mop, vacuum, nano-sweeper and others. I want to market our nano-sweeper. For this, I have survived marketing and product strategy and create effective plan to promote the product with selling. I have set reasonable price and high quality for the product so that all kinds of people can afford to buy the product. I have followed the target costing pricing approach so that would gain competitive advantages, as this is a first hit in the market. As a starting, my company choose Selangor and Kuala Lumpur as our business location because we believe that we can achieve the target market for our product here because Shah Alam is well known for its industry area and Selangor also the main place that our company obtains raw materials to produce our company products. In fact, it can reduce or cut the high costs for transportation for raw materials. Selangor quite closer to Kuala Lumpur which is the most strategic placed to expend our ideology about our product among citizen.

All the product must have their own advantages and disadvantages based on their several significant aspects that will affect the decision of the customers to choose which company provide the best products and services. The value proposition can increase expectation and choices. My company product has a new technology for better improvement. My company not only depend on capability push or the technology driven opportunity concept to make the customers choose our product but, also experience aligned to healthy lifestyle concept. I also focus on media social as my flat form to introduce my company. I will focus on the following point which is using social network such as Facebook, Instagram, Twitter, Telegram and Blog. In addition, to gain profitability our company also spread about advantage of the products through the distribution of banner especially in highways to attract new customers and refresh brand image. Finally, our company provide the best promotion for the first 1000 buyer and also 10% discounts promotion for those how try to involve themselves as our group member.

Higher education is one of the main drivers of economic development and social progress. Higher education in the region has experienced important developments in recent decades. To becomes a good company the management team plays important roles to achieves goals and priorities. The management team is highly motivated, experienced and well qualified. ANEETA company was lead by a committed management team of four, who hold the company equity and board position. The head leader in ANEETA was led by Chief Executive Officer Muhammad Amir Hamzah Bin Mohd Yusof. He open this company by their own after gains experiences in business after working as vice president and managing director for the Germany Company. He received his Bachelor's Degree in Biology from UiTM. He later was offers to conduct a company that related to environment in Malaysia and being offers to be transfer to Germany according to his performance and skill in environmental biology.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Description of the product

My product pioneered a unique distribution system, ensuring that only quality items reach to customers. My company strictly follows its international policy of keeping environment cleans and healthy. As clean as products will make sure no more dust, pollen, bacteria and any others small particle that cannot be eliminate and people will stay healthy. However, dust can be a reason for many healthiness problems such as asthma, flu and allergic. Since, I don't find any items that can tackle this problem so I decide to come out with new invention which is sweeper with micronano technology with combination of natural element such as charcoal that have ability to absorb and eliminate bacteria & viruses, dust and any other small particles.

In fact, my product come out with the adaptation of nano technology which is the transmission of ions negative and positive. This nano technology has been proven as the best technology to eliminate microorganisms such as bacteria and viruses. The ions attach themselves to the surface of microbe and viruses it will transform into highly oxidative OH radicals which is the hydrogen will drain out and combines with the OH radicals and turn into water, H₂O molecules.