



TECHNOLOGY BLUEPRINT

SMARTLET SDN BHD: WISE OUTLET

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1.0 EXECUTIVE SUMMARY

Smartlet Sdn Bhd is proudly presents the smartest outlet in the current market that can do better than the regular outlet at home. We named after it the Wise Outlet because this outlet is smart enough to remind users when their electronic devices are completely charge. It will produce sound when the discs inside the buzzer expand and vibrate due to the undesired electric current pass through it. The small signal produce from the vibration will be transmitted to the audio amplifier to make it bigger enough to be transferred to the speaker.

To narrow down our company target market, we mainly focus on marketing our product for working and studying adults. This is because, they tend to have more buying power considering their age and stable source of income. Secondary target market also has been identified by our company by using the market segmentations such as geographic, demographic and psychographic as these also can contribute to our profits. In the early production years, we will be focusing on marketing our product to every state in Malaysia. Once our brand become stable and well-known enough among the locals, we might expand our product to the neighbouring country such as Indonesia, Thailand, Singapura and eventually venture into the worldwide market.

When comparing the present outlet available in the current market with our product, the Wise Outlet obviously win in term of its uniqueness as it shows way better features than the existing outlet. Most of our competitors are producing the regular outlet which does not provide any other function except for charging. To step up the game and make our product notable and distinguishable from any other typical outlet, we add on buzzer technology in the circuit. As result, this Wise Outlet become the first outlet produce by the local company to provide a safety feature as well as fulfilling users' necessity.

Nowadays, people can be easily attracted to a new technology and eager to try it especially when it makes their daily life easier. Therefore, with the special introduction of the new technology inside this outlet can make our product recognizable by the community to achieve our target profit.

2.0 PRODUCT DESCRIPTION

2.1 DETAILS OF THE PRODUCT

We would like to introduce our new product called Wise Outlet that has been innovated from normal wall outlets everyone has at home. This outlet is specially designed to remind users who always forget to turn off the plug every time their chargeable devices are fully charged. This great invention attached with a buzzer that will produce sound every time the charging devices hit complete charging. Users can simply shut off the alarm from making any sound once they turn off the electrical supply that connects their electronic devices. Therefore, this Wise Outlet will always remind them even if they forget to unplug their devices. It can be used on any compatible charging devices such as handphone, laptop, power bank and more. Users can simply use this product wherever and whenever they want since it is very lightweight, convenient and easy to use. This designated outlet is very useful to increase safety, peace of mind and convenience in all living conditions.

2.2 APPLICATION OF THE PRODUCT



Wise Outlet is an intelligent outlet that works with just one simple touch. The only thing that users need to do in order to use this product is by plug in it into a wall outlet and then plug the charger into this Wise Outlet. As simple as that this extraordinary outlet now can be use anytime anywhere when needed. Since this outlet built with the buzzer that will be activated and produce alarm sound when enough electrical energy has been received, this special characteristic will be very helpful from making users frequently check on their devices every two or three times within the charging period. They also do not have to worry about overcharging those expensive devices and can completely focus on their priorities because this smart product will always remind them to turn off the main outlet when its time.

2.3 UNIQUE FEATURES AND SIGNIFICANT VALUE OF THE PRODUCT

Wise Outlet offers the advantage that other outlet in the current market could not offer because this is the only outlet in this century that smart enough to notify users regarding their complete charging. This unique feature is very useful and important compared to normal outlet we usually use in daily basis. Wise Outlet able to prevent the devices from overcharging that will eventually results in bad internal condition of the devices if it is frequently happen. Since our product can help user to turn off their devices on time once they finished charging, the quality of their devices can be maintained as well as the use of electrical energy at home can

be reduced. In the other words, it is very useful to save money by keeping the devices in a good condition for a long period of time and to reduce the monthly electricity bill that usually happen due to the excessive use of electrical energy.

2.4 COST REQUIRED TO DEVELOP THE PRODUCT

<u>MATERIAL</u>	<u>QUANTITY</u>	<u>COST/UNIT (RM)</u>	<u>TOTAL PURCHASE (RM)</u>
 <p>Primary Circuit Board</p>	1	22.00	22.00
 <p>Base Body</p>	1	10.00	8.90
 <p>Pin (Brass)</p>	3	1.20	3.60