



UNIVERSITI TEKNOLOGI MARA

7DAYS CORPORATION



Faculty : Faculty Of Applied Science
Program : Bachelor Of Science (Hons) Chemistry
Program Code : AS202
Course : Technology Entrepreneurship
Course Code : ENT 600
Semester : 5

Submitted to
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Submission Date
21st JULY 2020

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Executive Summary

1.1 Background of company

7DAYS Corporation is a pen company with multipurpose function. This company was founded in January 2020, by Shamim Shahira binti Abdul Aziz. 7DAYS Corporation has plants that manufacture its products located in Selangor. Location of the company is located on the outskirts of Bangi, Selangor which is near the manufacturing factory and raw materials suppliers. With the purpose of ensuring customer's satisfaction towards the writing instrument and having better writing in their daily life, 7DAYS Corporation has come up with new technology innovation.

7DAYS Corporation is also concerned about the environment. Thus, we made pen with technology which customer only need to refill the ink of the pen and liquid paper correction, instead of buying the whole new pen again. This is to help reduce wastage and protect the environment.

7DAYS Corporation has always delivered good quality product and service to our customers. 7DAYS Corporation has expanded the distribution line to include both wholesalers to retailers, allowing consumers to easily purchase 7DAYS pen in the market. Until today, 7DAYS Corporation is continuously delivering the best quality of writing instruments and services to meet the prospective needs and requirements of today's consumers.

1.2 Problem Statement

From the aspect of market feasibility, the existing product do not meet the prospective customers needs and wants. Nowadays, nobody likes to carry a lot of things in their pencil case or bag especially those who have a busy lifestyle like students and working people. Thus, 7DAYS Corporation create this pen with technology which it is a 5 in 1 complete tool that comes together with liquid paper correction, USB flash pen drive, MP3 flash drive and digital watch. All of this are provided in a single pen that can save space.

Next, from the aspect of technological feasibility, the existing product do not follow the technological advances. Consumers tend to get bored easily with the current product range. Hence, we come with an innovation, which digital watch, USB flash pen drive and MP3 USB flash drive has been installed inside the 7DAYS pen.

For organizational feasibility, we create a management team that responsible to bring our product idea into market successfully. We provide staffs with salary, wages, sales commission, allowances, bonus, EPF and SOCSO contributions and will give rewards to our potential staffs.

Lastly, for financial feasibility, price of existing product is quite expensive for a single pen. Some of the students could not afford to buy such an expensive pen and need to buy other stationeries as well. Hence, we provide a very affordable product especially for student because it is a 5 in 1, multipurpose pen that include everything that we basically need for our day to day use.

1.3 Objectives

7DAYS Corporation want to fulfill customers' satisfaction towards the writing instrument and having better writing experience in their daily life. This technology series pen is a 5 in 1 complete tool, which is not only for jotting down notes but also comes with other accessories that can ease their work. For 7DAYS Corporation, our targeted market are students and working-class people. We are expecting to achieve high demand from them due to the number of populations among students and officers are greater.

Next, 7DAYS Corporation want to serve a multipurpose pen with technology that has digital watch. This pen helps the students and working-class class people alert with time despite their packed schedules. Furthermore, sometimes they tend to forget to bring their pen drive to class or office. In certain cases, some people even forget where they put their pen drive. Thus, we want to provide pen with technology that has USB flash pen drive stored in it and comes together with MP3 flash drive. With this technological advancement, people will not to worry anymore. The operating system compatible to support Windows, MAC, OS and Linux. Users can easily transfer their data including high resolution photographs, music files and large data files. This 7DAYS pen is a compact and light weight, easy to carry design.

Lastly, 7DAYS Corporation want to provide an affordable pen with various benefits in a single pen, among students and working-class people. Our technology series pen is only costs RM 65.00, which it is very affordable especially for student because it is a 5 in 1, multipurpose pen that include everything that we basically need for our day to day use. It comes with complete tools that can save money instead of buying all the items separately. Hence, this pen is necessary to maintain the rate of efficiency to meet the market demand and production targets. For the next purchase, customers only need to buy the refill ink for both pen and liquid paper correction without need to spend their money on the new pen again.