



اَوْنِمْوْ سَبِيْتِيْ تِيْكَوْ لَوِيْ كِيْ وَنَاْرَا
UNIVERSITI
TEKNOLOGI
MARA

SMART MARKER PEN

Faculty: Faculty of Computer and Mathematical Sciences

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Submitted to

Mrs. Azzah Binti Amran

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COVER LETTER

HAPPY STATIONARY. SDN. BHD.

No.7 Lorong Melor 1,

17000 Pasir Mas,

Kelantan.

Mrs. Azzah Binti Amran,
Lecturer (ENT 600),
University Technology Mara Campus Kota Bharu,
15050 Kota Bharu, Kelantan.

1 July 2020

Dear Madam,

ENTREPRENEURSHIP BUSINESS PLAN

As partial requirement of the ENT 600- Technology Entrepreneurship subject, I was needed to submit blueprint report to you.

2. For this purpose, I have decided to take developing of stationary product in my company HAPPY STATIONARY SDN.BHD. I am choosing this type of business since there is plenty of business opportunities and potentials in this industry in the area Pasir Mas due these areas are a populated and commercialized area with a good geographical location, being in town centre, is bonus point to my company.

3. Thus, I submit to you the report on Business Plan for your approval. I would like to record a thank you and appreciation to madam. I anxiously hope that it will meet your expectation and that you will be satisfied with this proposed business plan.

1.0 EXECUTIVE SUMMARY

Nowadays, technologies are very important to the worlds because it will help people to do work easily and fast. Not only that, technologies also assist the production of the product increase. Same goes to this smart marker pen, three type of the tools have been combined in one formation make users to use this product easily. The three types of the tools that include to these products are marker pen, duster and hand sanitizer. Through this combination, users can write their ideas or any information perfectly. This is because when there are errors during writing information, users can correct that faultiness by deleting them using duster that has been attached on the marker surface. By attaching duster on the marker pen surface, users do not face losing the duster anymore. They can delete incorrect information immediately because users not need wasting their time to find the duster.

After finish utilize that tool, users can keep their hand always clean by press the button on the top surface of the marker pen to spray out hand sanitizer. The main aim providing hand sanitizer to the marker pen is to avoid virus Covid-19 from spreading easily through a touch on shared object. Hand sanitizer also can be use as removing liquid to remove permanent ink on the whiteboard. This smart marker pen consists of nine colours, which are black, white, yellow, dark blue, orange, pink, grey, light purple and green.

This smart marker pen has it owns functions and advantages that are not found in today's common marker pen. This marker pen gives many advantages mainly to educators, which are providing good and comfort situation during class session, non-wasting money and non-wasting time. The simple design of smart marker pen allows users to keep this item in small space, example in their pocket, pencil box and others.