



اَبُو سَيِّدِي تَكْنُوْلُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**TECHNOLOGY BLUEPRINT  
FRIZZY ELECTRIC TOOTHBRUSH**

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IN THE NAME OF ALLAH, THE MOST GRACIOUS AND THE MOST MERCIFUL

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## 1.0 EXECUTIVE SUMMARY

### 1.1. Background of Company

#### 1.1.1 Company Profile

Name of Company	: Kool Sdn. Bhd
Shop Address	: Jalan Setia Prima S U13/s, Setia Alam, 40170 Shah Alam, Selangor.
Website	: www.kOOLOral.com.my
Telephone Number	: 04-4067600
Fax Number	: 04-4067601
Form of Business	: Partnership
Date of Establishment	: 3 <sup>rd</sup> September 2020
Date of Business Registration:	26 <sup>th</sup> August 2020
Bank Account Activities	: 11346717140015 (CIMB Bhd.)

#### 1.1.2 The Story of Company



*Figure 1: Kool Sdn. Bhd. Logo*

Kool Sdn. Bhd. is a new private company that start-up its operation in Shah Alam, Selangor. The company was established and open-up their operation on the 1<sup>st</sup> January 2020. It is a new invented company that managed by the six partners of it. Kool expected to catch the interest of different group ages of people, so that they can have more than one group of loyal customer base in the future. There will be a new invention product with creatively ideas applied on it to make sure that the operation of the business can be longer in the business

industry. The first impression of people towards the business appearance on the market will be the profound impact of it in making sure that its life span can be longer than expected.

Our company has decided to build and create the strong market plans for the upcoming invention products as it will be the first impression of the company about the product that they created. The strategy basically will apply the philosophy of business marketing strategy that are the 4P's that known as Product, Price, Place (Distribution) and Promotion. There will be a mild competitive climate of the product on the country as there will be few partners in the same market that will be shared by the company.

The aims or goal of Kool Sdn. Bhd. is to offer a new product that can help the people in ease their daily life schedule and also to meet the demand of people in different level income of the local market area. For future planning, the company has intended to hire more employees in handling the customers service of the company by the more professional people and also in the everyday operations.

## 1.2. Product Concept

The first product that will be invented by the company is the Frizzy Electric Toothbrush. It is a known electric toothbrush but with ideas of the new function and features will be applied on it. It comes with a complete set of toothbrushes that contain of the Head, Handle, Charger and the plastic packaging of the toothbrush. Our product is a minimalistic, user friendly, multi-function and effective to be use by people. It is also affordable in prices for all level income of people especially the middle level income people compared with the other competitors of it. The product design and style has been created with a lot of detailed that have been take into the consideration of it to make sure that the product have been an awesome design and style among the competitors. The company offers and guaranteed that the product quality will be a tip-top quality but with an affordable price. The designation of the products will always keep the up to date with the current style and also applying the technological function accordance to the trends.

## 1.3. Target Market

Our clients are come from the Shah Alam, Selangor area. We targeted at few difference group ages of the clients to be the target market that are the Kids, Teenagers and Adults groups. This product will be focusing more on the people with a busy and pack routine life schedule for ease their activities especially during the morning time. This product will be