



# Intelligent Moving Camera (IMC) CCTV

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## **1.0 EXECUTIVE SUMMARY**

Intelligent Moving Camera (IMC) CCTV is a new invention by IMC Enterprise and targeted to be well known as smart CCTV since the camera offers a lot special features with all-in-one concept. This CCTV used Intelligent Moving Camera (IMC) technology that give a high resolution of images and videos (a very clear images and videos without any blurriness), also offers feature that can adjust the focal length and angle of the lens, automatically increasing/decreasing the zoom function once it detects moving objects, can capture dead zones, offer exceptional focus, can pick up clear images when it's dark and auto adjusting the brightness of the camera. A well market analysis and strategies is planned to make sure IMC Enterprise to be relevant in the market place. Target population who targeted to purchase IMC CCTV will be the public in Negeri Sembilan who is working people with salaries RM2500 and above which are the amount is 482500 people. IMC Enterprise aimed for only 1% of the target population that might purchase IMC CCTV. IMC Enterprise have targeted a suitable market size of Intelligent Moving Camera (IMC) CCTV after considering all the factors of potential customers. Market growth is expected to be increases by year due to industry trends factors. The marketing strategy which are overall marketing strategy, pricing, sales tactics, service and warranty policy, advertising and promotion and also distribution has been planned well by IMC Enterprise. IMC Enterprise make a good market analysis, well planned strategies and excellent management to make sure the company grow bigger and can successfully compete with their competitors.

Lastly, IMC Enterprise dreamed to successfully grow bigger as the time goes by. In the next three years, IMC Enterprise will improved their marketing strategies from time to time for good.