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1.0 EXECUTIVE SUMMARY

NAZ Company have new product to introduce to the customers which is the SmartEYE CCTV. NAZ Company is targeting in supply for CCTV since it is an important tool for security surveillance 24 hours. Nowadays, crime has been increasing in a fast mode and CCTV function are the solution to get rid of the problem since it can be used for security system around us. SmartEYE CCTV is a customer-friendly which is helps people saving time to monitoring for hours. The simple design and new colours of SmartEYE CCTV make it more attractive. The special of this new product is that it has the ability to capture high resolution images of HD coloured and can recorded sound with a good and high quality.

Overall marketing strategy will be included specific marketing philosophy and strategy of the company, the value chain and the channel of distribution in the target market. First of all, the target market will be based on the residence in Kuala Lumpur area since NAZ Company was in Kuala Lumpur. For initial intensive selling effort, NAZ Company has set the target customers in other words, types of customer groups that would buy its new product. My target customer is for the working people that are having the middle- and top-income group (M40&T20) since SmartEYE CCTV is a quite expensive product.

The product is designed to help people monitoring for 24 hours and it will ease and minimize the time for having more security guard to keep monitored. This SmartEYE CCTV has functions and advantages not found in today's common CCTV, thus providing a competitive advantage over more established competitors. NAZ Company target for production in next five years is to increase the profitability 100 million. The management team in the company consist of several sections and is conducted by experienced employee to make sure the company is run efficiently.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 DETAILS OF THE PRODUCTS

A SmartEYE CCTV(closed-circuit television) system is an intelligent product that allows the use of videos camera to monitor the interior and exterior of a property and then transmits the signal to a set of a monitor. The SmartEYE CCTV have a high-resolution HD colour. For example, it can improve monitoring by identifying the colour of the clothing, the skin of the criminal, and the ease of police and authorities work. The sound system provide with the CCTV are connected with DVR(digital video recorder) for storage into a hard disk. The video is compressed using latest H.264 with motion detect to maximize storage in HDD. This SmartEYE CCTV security is an advanced network that allows other devices to connect with it through internet or LAN network via user-friendly to android or iPhone devices. CCTV cameras are an excellent deterrent for burglars, it is able to monitor interior and exterior of the premises. This camera system provides people with and increase sense of security and reassurance, particularly in area that have a high rate of crime. It is also a cost-effective form of security that once the system have been installed, they are easy to maintain and require a little reparations.

2.2 APPLICATION

The application of this product is to improve the function of CCTV and upgrade the camera resolution to a high-resolution imaged and high-definition(HD) colour with can record sound. It will help the users to be more satisfied for the new technology in this product. This SmartEYE CCTV can make the police or the authorities easier to facilitates face and voice recognition. The high-quality images will let the authority to clearly identify people in a scene.

SECONDARY USE:

This CCTV product firstly use as camera to record the movement or any behaviour. Then, the secondary application is it can record the sound of what is surrounding it clearly.

2.3 UNIQUE FEATURES

This product has specialized with the unique features which it comes in four colours white, black, red and grey which are different from the existing CCTV that has only available in two colours. Other than that, it had an 8-megapixel sensor underpinning the camera with an optical zoom of 10x without blurry. The cameras can pick up coloured images in very low-light conditions while for areas that will be in complete darkness a camera that has infrared light is used. It can be used in the day and night and offer optimal performance to its wide range of capabilities. This light is typically installed inside the device and provides enough ambient illumination for the camera to pick up images which makes the perfect night time security surveillance camera. Next, this SmartEYE CCTV has three size option which are large, medium and small size that make it user friendly. The SmartEYE CCTV can connect to other devices by connecting to internet network. It has a powerful remote view on handphone or tab. The handphone view allow to record the video into the handphone. The handphone or the other devices used can be the second backup video and as a secondary backup evidence to submit to the authorities or polices. Therefore, you can at least record the entire crime act as you see them take place in front of your eye rather than just “see only and do nothing” b your second device.

SmartEYE CCTV

The difference of this product between what is currently on the market is this CCTV comes with the new function that can record for security and surveillance reasons. They are a private way to monitor what is happening around with a high quality and coloured imaged with a good sound quality while the current product available today functioned to record surrounding with low resolution image and have no sound record. The SmartEYE CCTV comes with an 8-megapixel sensor camera with an optical zoom of 10x without blurry that is not available in the current CCTV in the market.

One of the key elements of this product can offer not only for the current market but also to its target user are the free purchase in any available stores nearby and can also access to online shopping for further information. This market will make sure the designations and utility are user-friendly and improved regularly. Other than that, we can offer a discount, free gift, additional purchases to the customers. Besides that, market penetration that we also manage to offer is the increase product supply especially advertise in any source-tv, radio, social media, newspaper, mouth-to-mouth.