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ALPHA TROLLEY

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CHAPTER I EXECUTIVE SUMMARY

Alpha Trolley Sdn.Bhd is a partnership company that focusing on produces the technology based products. We are located at Rawang, Selangor. Alpha Trolley focuses on wholesale business structure, that mean our operation is to produces mass of product and sell to the wholesaler or retailer that will use for their customer. Our company comes up with the new technology based product which the product is a shopping trolley with an attachment of navigator and barcode scanner. It is well design product and easily to use for everyone who are usually grocery shopping.

Thus, Alpha Trolley is offering the new product that gives more advantages compared to its closest competitors which is a shopping trolley with attachment of navigator and a barcode scanner. It is very convenient for the users to use and it is attach on every shopping trolley. The material used by this product for the handler is polymer plastic which has a good insulator and will prevent for the users getting an electrostatic when use the shopping trolley. This product is a multipurpose shopping trolley and the company is wants the entire shopper to have a great shopping experience.

Alpha Trolley is the product that has been targeted on some group which is to the wholesalers and retailers in Selangor Malaysia such as Giant, Tesco, Carefour and Mydin. By purchasing this product, they are encouraged to get more customers shopping at their supermarket due to the convenience of shopping trolley. This is also because they get to find their need or goods more easily and control over their spending budget. Besides, they will not stress over the queuing line. For the first year launch, we target to sell unit of product in Malaysia.

Therefore, some costs must be incurred and effort should be made in marketing and promoting Alpha Trolley to the market. The marketing strategy has a strong impact on profitability as it tends to focus on the customers and markets. The product can gain the same amount of market shares with other competitors through a good marketing plan.

Competitors are a must in business. Therefore, the company need to be more creative and be more competitive to survive in this industrial. There are too many companies that manufacture a shopping trolley but there is a different in our product. Alpha Trolley comes out with new innovation and improvement of the existing product. Our advantages are our customer will not facing the difficulties in finding items to purchase. Besides, they also can scan their item and control their spending.

The management team of Alpha Trolley Sdn.Bhd consists of Chief Executive Officer (CEO), General Manager, Operational Manager, Financial Manager and Marketing Manager. General Manger is who will ensure our company run smoothly to achieve its mission, vision and objective. The technical process of producing the product we hire a few workers which responsible to make the product and achieve the targeted number of product every day.