



اَبُو سَيِّدِي تَيْكُونُو لِي مَارَا
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1.0 EXECUTIVE SUMMARY

1.1 Brief Description of the Business and Product Concepts

Nowadays, awareness of having a fire extinguisher is low even though it is required by law in all premises. One of the problems was that customers think that having fire extinguishers at their places are costly in terms of their maintenance. This innovation is applied to solve the problems that society had by having a viewing window for customers to self-inspect the fire extinguisher. Thus, this will reduce the cost of maintenance.

The company will introduce the new improvement to the existing fire extinguisher that will help the customers named Heat Defense Extinguisher. This is because current fire extinguishers need to be inspected at least once a year even though the powder is still in a good condition and need to change the powder if they are taken out from the body fire extinguisher and can not be used again. So by having a viewing window that attaches to the body fire extinguisher will help the customer to check by themselves whether the powder is still in a good condition and no need to do some maintenance.

This innovation used the quality materials for the best technology applied to a fire extinguisher. By applying the high technology plastic to the fire extinguisher as the mirror that could see through inside the container could help the users to inspect the fire extinguisher on their own. Additional features also added that helps customers ease to find and reach the fire extinguisher during cloudy and fire.

1.2 The Target Market and Projections

Our company is focusing on the customers both rural and urban living areas who are not aware about the increasing fire cases and important of having fire extinguishers at their places. After it becomes known among the users, we plan to distribute it to other states in Malaysia including customers living in urban and rural areas. Besides, our company is targeting the age group between 20 to 59 years old. The target age is between 20 to 59 years old because customers around that particular age group have purchasing power of their own and they have awareness that having a fire extinguisher at their places are important. Next, this product also had a target customer which was for B40 and M40 income group level since this product will reduce the cost of the maintenance.

Our main targeted region for the sale is in the urban population where customers are more modern and more likely to buy and spread reviews about our product. Our company will distribute the product started from Shah Alam then spread to other states in Malaysia.

Our customers are easily reached because the products are distributed directly from our company. This is because our company has its own manufacturing this product and will distribute it to our own stores. Also, this product will be sold online, so it eases customers to reach and buy the Heat Defense Extinguisher even though they are from every state.

1.3 The Competitive Advantages

Our company produced innovative products that are more different to the existing fire extinguisher. Once joining the business world, we can not neglect existing businesses. We need to be more creative in order to be successful and thrive. Our product will solve customers problems in terms of reducing the cost of maintenance since this Heat Defense Extinguisher had a viewing window for customers to self-inspect the powder inside the fire extinguisher still in good condition or not. In addition, the unique features are added which are a glow in the dark tape around the body of the fire extinguisher that will help the customers to find and reach the fire extinguisher during the fire or cloudy surroundings. So, this product will be unique and different from the other competitor products. This is because this fire extinguisher will give benefit to the customers and meet the demand and expectation.

1.4 The Profitability

Our company plans to take up around 10% of its market share each year in the long term. Profits obtained on the basis of the market share forecast. The partnership is based on the number of product units that are able to reach the market every year. Our business does not expect any cash flow issues that occur and is willing to fund the entire start-up costs.

1.5 The Management Team

The management team is lead by Shakila Shaharudin as General Manager, and follows by Shafiqah Nasir as Administrative Manager, Nabila Isa as Financial Manager, Muhammad Yusof Ahmad as Markerting Manager, Nur Atikah Khusairi as Operation Manager. Each manager has their supporting staff based on their need and all managers are full-time workers in our company. All these workers are skilled workers that will contribute their ideas and effort to the company.

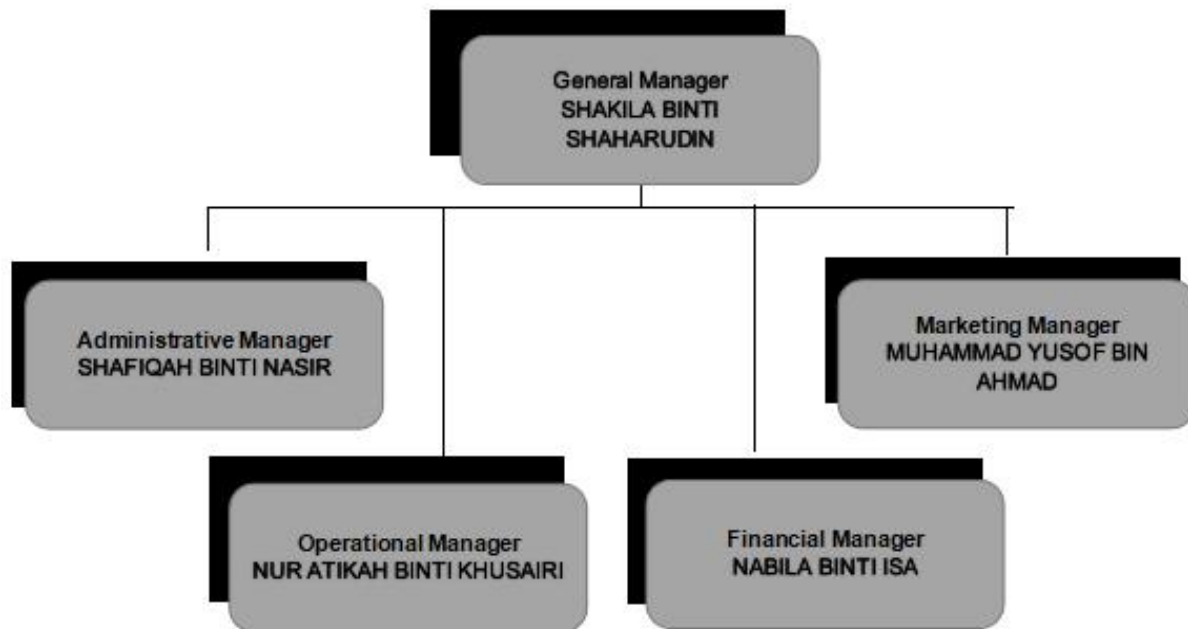


Figure 1.5 Top Management Organization Chart