



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ARCHITECTURE, PLANNING & SURVEYING
UNIVERSITY TEKNOLOGI MARA (UiTM), SHAH ALAM

TITLE:

PROJECT: HUDDLE CAM HD AIR

COURSE:

TECHNOLOGY ENTREPRENEURSHIP
(ENT 600)

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CLASS:

AP225 5D

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CHAPTER 1

1.0 INTRODUCTION

1.1 The Business and Product Concepts

Huddlecam Sdn. Bhd. is a new company that develops a portable solar cooling powered device together with security camera system. Through observations, most cars in Malaysia are faced the same problem which is the temperature inside the car will be increased when the engine is switch off. It is common for drivers to park their cars at open spaced parking our underground parking. Both places are exposing the cars to extreme heat and there is always the risk of cars theft. Thus, the invention of this device is prioritizing the users comfort and at the same time, it provides a security to the cars.

1.2 Target Market and Projection

The target market or potential customers have been classified for car owners in Malaysia. The car owners are the major customers for this product where Huddle Cam HD Air will be used in their own car and also can be controlled by smart phones.

1.3 The Competitive Advantages

Every production must have their own advantages in order to compete with other company in the market. Huddle Cam HD Air is a device that provides a solar cooling powered for car and it enable the car owners to monitor their vehicle via phone application. Besides, the unique features of Huddle Cam HD Air are solar energy powered, wireless portable, dual lens for security cameras and also have a night vision recording. Huddle Cam HD Air is a portable device which it can easily move to the other vehicles.