



اَوَّلُ رِسْقِي تَبْكُوا لِي مَاذَا
 UNIVERSITI
 TEKNOLOGI MARA
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SMART BIN

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- ts - poor

- missing target
supplier

- Responsibility??

- your money

- who pays for
other expenses

75

B + H

71

12/6



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COMPANY'S LOGO





CHAPTER 1

1.0 EXECUTIVE SUMMARY

1.1 Brief description on product concept

The product to be developed is SMART BIN. This product is built with many features that would be a helpful towards both consumer and our environment. The bin aids people in automatically segregate the garbage and make process of waste disposal much easier. Disposal in this situation was meant to be the process taken after waste separation or segregation of garbage take place and this process account on the government. The concepts is to create a product that can be a helpful in handling waste produce everyday. Smart sensors are installed for automatically open the lid and automatically help with the segregation of the waste while compressor is installed to compress or compact the garbage so that it can lowering the level and gives more space. Both features are considered as the unique features of this product.

1.2 Target market and projections

Our target market is generally for household usage because waste are produced everyday at home and activity of recycling were rarely take place. Besides, we aim to sell these product to house owner because this product would be very useful. Our product's projections is towards the green companies for reseller and promoter of the product.

1.3 The competitive advantages

The competitive advantages is that our product carry the novel value because the product combines technically four bins according to each type of waste into one bin. We design the product suitable for household that need to save space and also segregate waste for recycle awareness.

1.4 The profitability

Our company estimates profits of approximately 0.5 % of Market Commercialization Value (RM 72,721 800) which is RM 36,360 900. >)



1.5. The management team

The management team is lead by Nawwar Najwa binti Ismail as General Manager and follows by Siti Norbaya binti Mohamad as Marketing Manager, Nurul Shahrina binti A Ghapar as Research and Development Manager and Nur Syakirah binti Abdullah as Financial Manager.

