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EXECUTIVE SUMMARY

The product developed by our team members is an innovation of a highlighter that only function as a coloured pen that colouring text in order to bold it and make it stand out better than other uncoloured text. The concept of our product named as E-Light is to not only highlighting text but also to scan the highlighted text for further use. The highlighted and scanned text can be transferred to scanning device, computer and laptop for further use such as in written report or student assignment and other typed documents. This product is a worldwide product that can be used by everyone who deals with either written or typed documents.

Anyone who use highlighter, scanner, computer or books are broadly welcome to use this innovated new product. This product is suitable for authors, students, secretary, lecturers and other kind of occupations that deal with text and computer device.

- One of the huge benefit or main advantage of the product is the dual function it offered, which is to highlight and scan the text. As it offered dual-function, it saves time and energy. In this time, everyone is busy and fully occupied. Thus, everyone needs products and services that will save their precious time and energy. It would be much better if it is an easy to use product and cost less money. This innovated product gives everyone what they exactly need.

The product provides an affordable price to fit everyone budget especially students. It only cost around RM 90 each according to various design, size and capacity. The cost to design the product is around RM 60 as we use existing highlighter and modify it to fit our product innovation. The profitability is about 50% for each product.

The team leader responsible to develop an expertise to start the idea, planning and fabricate the product while product innovation leader will responsible to supervise all activities and team members to complete their task. Meanwhile product design leader responsible to manage business annual budget and present statements and financial report. Besides, product marketing leader responsible to develop the marketing strategy and plan product operation leader will responsible to monitor the working procedure as well as supervise the assembling procedure.

CHAPTER 1

1.0 PRODUCT DESCRIPTION

1.1 Introduction

The product to be developed is a E-Light. Highlighter is one of the basic requirements for usage in school and office. However, for many reasons, many highlighters that sell in the market does not meet any requirement of the students where the highlighter only have one color for one highlighter. Moreover, workers have difficulty to copy any data in the documents into the Microsoft Words.

Thus, the team is developing E-Light, a digital highlighter that is suitable for student and worker who deals with documents by using highlighter and scanner in their daily work to maximize the efficiency.

1.2 Purpose of Development

The purpose of the product development is to make life much easier for those people who use highlighter and scanner in their daily life during working or study especially those who must take an abundance of notes or read volumes of text. Through this newly design and developed product, our client will be able to perform the task that required the highlighter and scanner in one time without wasting time.

1.3 Product Concept

The product was design specially for people who deals with numerous documents or note. The product encourages people from various walks of life to maximize their works efficiency.

1.4 Application

1.4.1 Functions

- Highlighter – Use as device to transfer the text form from document to digital data
- On/off button – To switch on and off the device
- USB flash-drive – Connecting personal computer to other device with and function to transfer digital data
- Charge - A device used to put energy into a secondary cell or rechargeable battery by forcing an electric current through it
- USB flash-drive cover - To protect the USB from damage