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UNIVERSITI  
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MARA

# GEMILANG SDN BHD



**TECHNOLOGY ENTREPRENEURSHIP (ENT600) :BLUEPRINT**

**PROGRAMME** : HS243  
**GROUP** : NHSEF9Y  
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14 EXECUTIVE SUMMARY

- 14.1 Introduction
- 14.2 Background
- 14.3 Business Model
- 14.4 Market Analysis
- 14.5 Financial Summary

COMPANY'S LOGO

# GEMILANG SDN BHD



*“Bring You a Comfort Life”*

## **1.0 EXECUTIVE SUMMARY**

GemilangSdn. Bhd. has been established in 2018 by 3 key management personnel who have background in both environmental technology and business management fields. They are Muhammad Zahirruddin Bin Md Din as general manager, Muhammad Afiq Bin Brohan as administration manager and operation manager then Nor Hanani Binti Arifinas marketing manager and financial manager.

The first innovation product by GemilangGemilangSdn. Bhd. is MiniFly Trap (MFT). Mini Fly Trap is a device intent to help the food handlers in their daily job for controlling the density of flies. Because of the safety and health issues was concerned among people who are eating outside foods. This device use solar to generate energy and it is made from combination of stainless steel and high quality plastics. Before the product is out in the market, public opinion by food handlers from selected areas taken into account for acceptance and their opinions on improvements.

Our company target market is among people who served foods in Malaysia such as in restaurant, food court, food vendors and hawkers. In addition Mini Fly Trap replaces the conventional method commonly used like sticky board and ultraviolet fly trap. The applications of Mini Fly Trap is to attract and trap the flies. Next, there is no competitor to the company because there is no flies trap with current technology available in Malaysia. However the ultraviolet flies trap can be considered as nearest competitor.

Our company also has a vision to deliver our product strive for user satisfaction and value for money. We also wanted to expand our business and we will locate five branches in Malaysia which are located in Penang, Selangor, Johor, Terengganu and Sabah. GemilangSdn. Bhd. requires MYR 217,360.00 for start-up capital, where total MYR 150,000.00 is cash amount from all 3 key management personnel as shareholders and the other from hire-purchase. We're estimating to sell 1500 unit of MFT per month at MYR 50.00 per unit.

## **2.0 PRODUCT/SERVICE DESCRIPTION**

Nowadays, the using of UV light in trapping and killing flies is not practical as it is pricey and difficult in installing. After initial observation on the conventional method used by food vendors, the team had chosen a product that we believed can contribute to the controlling the density of flies especially to control the food borne disease. Our product is named as Mini Fly Trap (MFT). MFT is suitable for the innovation on existing approach and need to be done so that it can produce a better and beneficial in controlling the abundance of flies.

This new product development is the device that can be used widely in food restaurant, food court, food vendors and hawkers for flies as this device is produced in portable size in which it's easy to carry and place in suitable area, according to the users setting. This is a new product that can replace and give some improvements to the existing UV light trap products and conventional method by providing better performance or greater value.

The product concept actually related to safety and health of the people who are eating out and provides a beneficial device to food handlers who are handling and serving foods in order to avoid the food contamination. Mini Fly Trap comes with several convenient features that are user friendly with combination of the latest technology. This concept is good to be applied as a new development in controlling food borne disease but also helps to conserve time within the activity and has a concept of eco-friendly. Mini Fly Trap also will give benefits to food vendors in controlling the clean environment at their premises. The basic applications of Mini Fly Trap is to attract and trap the flies from various species in the particular area. Therefore, the users can control the density of flies at their premises.

In this device, most of the materials that will be used is made from combination of high quality plastics with stainless steel and electrical components. Mini FlyTrap is insecticide-free, odorless and harmless to humans and pets. It also come with special formulate spray liquid to attract flies around 100 meter radius. It can be used as indoors and outdoors. It will be supplied with metal hook and chain and stand. The other specificatios are;

- Size : 40cm diameter x 30cm tall
- Type of Battery : NiMH AA (Nickel-metal hydride battery) 800mAh
- Power : 12 watt, 220V
- Weight : 600g
- Colour : Black and grey
- Coverage : 1400sqft (can attract flies from up to 50 metres away)

Design of MFT is cylindrical in shape where the upper part consists of stainless steel based to support and hold internal components. On upper part also consists a solar panel to get maximum absorb of solar energy. The lower part is the part that use high quality plastic in which the high quality plastic will protect component device inside and help and helps to stabilize the product from damage. Outer surface of the product will be coated by using acrylic powder finish to make the MFT heavy duty, durability, withstand to environmental temperatures and has artistic values. On the bottom MFT is flat in shape to support maximum stability of MFT. It also the area of electrical charge centre where rechargeable NiMH AA batteries located. On the middle inside of MFT is a mini fan. On the upper side of MFT is on/off button switch and the bottom side of MFT is a usb port. MFT come with black and grey in colour. Sticky ring provided at the inside bottom of the device to trap the flies.