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## COMPANY'S LOGO





## 1.0 EXECUTIVE SUMMARY

Nowadays, along with massive development in technology era and power now in our hand, application in the smart phone do help a lot people in problem solving. Besides, community mostly spend most of their time during weekend in the shopping mall since vast shopping mall being built everywhere. To take advantage of this trend, we from Yezzy Company have new product to introduce to the consumers which is the Ez Mall. Our company is targeting in developing an application for people to find another friends, shop lot and also parking much easier and faster during visiting shopping mall as it developed to be customer-friendly. As times goes by, number of people dropped into shopping mall increasing with average of 3 hours spend per visit. Nowadays, people did face difficulty to search people, parking and shop lot even though there was directory but it hard sometime for people to understand the map in short time and to find especially during peak hours. Therefore, Ez Mall can help the consumer to find everything within one application only. Overall marketing strategy will be included specific marketing philosophy and strategy of the company, the value chain and the channel of distribution in the target market. First of all, our target market will be based on the residence at Puncak Alam area since our company was nearby there. For initial intensive selling effort, our company has set the types of customer groups that would buy our product. Our target customer is a smartphone user and secondly people that always spend time at both shopping mall every week. The product is designed to save time in searching. It will ease and minimize the time for people to find the favorable aim. The price is reasonable and there is no physical energy used. Our company target for production in 2nd year we will target to increase it by RM 1 500,000. The management team in our company consist of several sections and is conducted by experienced employee to make sure our company is run efficiently.