



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

BUSINESS PLAN

LAMPA'RA ENTERPRISE

USB LIGHT SOCKET

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Submission date: 22nd March 2017

ACKNOWLEDGEMENT

Assalamualaikum w.b.t.

Alhamdulillah, praise to Allah SWT as we are finally able to complete this project assignment. We have face a tough time along the process to complete this project but we did it and we praise a lot to Allah SWT for giving us strength to do well in this assignment completely.

We would like to sincerely thank Madam Thahira Bibi binti TKM Thangal, for giving us instruction and guidance for us to complete this task. But, we are very grateful as our lecturer willingly to monitor the progress of our project. Without her guidance, surely we are not able to complete this task before the due date.

We also would like to thank our parents for giving us strength and moral support for us to complete this assignment project. Last but not least, we would like to thank our classmates for sharing their information, knowledge in order for us to complete this project report.

Lastly, thanks to all partnership in this business plan for your good cooperation and teamwork throughout completing this project. We would also express our gratitude to every single person who helped us directly or indirectly during this project. The experiences and knowledge that we gained throughout the process of completing this project are one of the valuables value to equip us in order for us to face the challenges which lie ahead in our life.

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EXECUTIVE SUMMARY

Lamp'ara Enterprise is producing a new product that convenient to users which is USB Lamp Socket . It is a light bulb adapter that adds a USB charging port, plus an On/Off switch, to any lamp you have got. Many of us have multiple gadgets and devices that needs to be charge consistently. People always has a problem when their devices running out of power. Usually, power source are placed on either behind heavy sofa, bed or across the room.Never close and easy when you need it even now. Besides, a standard chargers have short cables that make them more frustrating to use. This product is very convenient because the product dimensions (2.7 x 2.7 x 2.6 inches) , weight (0.119 pounds) and it consist of 2 AMP Rapid Charging USB port. It shows that this product is very suitable for those people that always with their gadgets.It is design specifically for table lamp which is perfect whether at home or office, even for traveller also can use it. It is provide on/off switch controls lamp and 2 AMP USB charging port. Even the lamp is switch off the charger are still charge your device as long as it connected to the power source. Simply remove your existing light bulb, screw in the USB lamp Socket, then replace the bulb. Get a USB Lamp Socket for every lamp in your home and always be within reach of power.

1. Introduction

1.1. Name of the Business

USB Lamp Socket Charger

1.2. Nature of Business

Lampa'ra Enterprise introduce a technology of USB light socket charger where you can turn a simple light source into a charging station. This way, you can put USB chargers in very convenient places, provided you have lamps in convenient places.

1.3. Industry Profile

Coming from people who can never separate ourselves with gadgets, we are 5 friends, who thinks that we should invent a product that is convenient for charging and small in size. To make a change, we uses the technology and our knowledge to proceed with the production. Venturing into business with a small team of trusted and like-minded individuals, we decided to revolutionize and simplify portable charger, to make charging easier. After countless brainstorming sessions, trials and errors, we came up with the idea of USB lamp socket charger and how the actual device look like.

1.4. Location of the business

Lampa'ra Enterprise is located at Kawasan Perindustrian Tebrau 2, Johor. We chose this location because it is a strategic location and it is located at factory area where all the electronic factories are mostly located in the area. It is suitable for production as it doesn't disturb any residential areas. Other than that, this location has a very large area.