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FUNDAMENTALS OF ENTREPRENEURSHIP

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NOSTRECOSE.INC COMPANY

“BARCODE IDENTIFICATION BRACELET”

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EXECUTIVE SUMMARY

Nostrecose.inc is a company that located at J-0-2, BA, Jln Singgah Mata, Block J Asia City, 88000 Kota Kinabalu, Sabah. Our company basically produce barcode Qr identification bracelet which is for short called BIB. This bracelet is one of the advancement of the technology and making the technology increasingly popular. The product can be used for any kind of purpose but such as business, medical purpose and personal interest. It is actually a bracelet with a QR barcode which is connected to any other information that have been put in and registered under the QR code. The BIB also can be used as a matrix card for college student nowadays. They can replace it the matrix card to BIB. Our target market is basically student and teenager who loves to put their contact information in a fashionable way.

Despite from college student, we also open our order for businessman too. They also can do bib which is can help them to save their money instead of making a business card 100 pieces and waste their money. With BIB they just need to make once and renew it every time when there is any new information to be put in.

Any medical information is also can be put in the BIB. So anytime people who have BIB had a problem other people can know or detect their medical problem and help them. Nowadays, people tend to have a smartphone, but to make their life become easy, especially for students they can scan the QR code in the BIB to know any information. It is because of people like to share about their information or anything that related to social networking. They can also use BIB to share all of their social network id. The thing they have to do is give us the information that they want to put in, and then we will make a QR code for them but the most important thing are we will put any confidential information such as ATM card pin number, bank statement and anything that may be privacy for our customer.