



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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GROUP MEMBERS:

SHARIFAH KHALISAH BINTI SYED ALUVI	2020482968
NURFASIHATUL HUSNA BINTI FAIZAL	2020489794
NUR ATIKAH BEE BINTI ABDUL ZAKRI OBIDI	2020602846
NURUL ASYIQIN BINTI JAES	2020605112
NUR SHAUQINA BINTI MOHD ZAHAR	2020498504
NAZIRA NAZLYN BINTI NAZMAN	2020602372

CLASS GROUP: AS201 3A2

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LECTURER'S NAME: MRS. NORDAYANA ZULKIFLI

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1.0 EXECUTIVE SUMMARY

Nowadays, a stand fan has become an indispensable need for everyone, and a common cooling device found in most houses since it is portable and very needed during hot weather as it provides thermal comfort to its users. In the light of the constantly growing demand for stand fans, Fanaholic has decided to come up with the 'Fan with Motion Camera', a stand fan with unique capabilities that sets it apart from other fans. There were plenty of new undiscoverable inventions in Fan with Motion Camera where the fan with PIR motion sensor built-in can be switched on, switched off, and even rotate automatically in 360° circulation according to the human motion sensor without requiring any physical touch. The Fan with Motion Camera also came with a supplementary function to work as a closed-circuit television (CCTV) with the existence of the hidden camera in the features, which will secure home safety.

Our target market for this product is disabled people, working parents, elderlies, tourists, security guards, and hot-country citizens. The handicapped and busy working parents would no longer need to get others' help just to switch the fan on or off because of the time-saving features in the Fan with Motion Camera that would assist them in saving their energy, providing them comfort, and eventually making their works go more smoothly. Although there are quite a lot of strong business competitors out there like Panasonic and Toshiba, we would ensure that we get to use the best marketing strategies in promoting our product so that our product would eventually become one of the best-selling products in the world. Our Fan with Motion Camera would offer a reasonable price and it would be advertised widely online through tons of famous influencers worldwide.

Fanaholic's management team was organised thoroughly to ensure a smooth journey in preventing scarcity, expanding the profit, in the product development itself, and in attaining the company's goals without disarray. Our organisation consists of a General Manager, Assistant Manager, Financial Manager, Marketing Manager, Operation Manager, and Administration. The product's uniqueness might pique the curiosity and desire of our customers and investors. We would need the help of investors for financial support to warrant that all of the functions in Fan with Motion Camera can operate successfully and to enable us to perform adequate in-depth research and develop the product with more sophisticated equipment. Future investors would also help in developing and manufacturing the product, as it will be a great alternative to electrical appliances for our future technological breakthroughs.

2.0 PRODUCT DESCRIPTION

These days automatic technology has been used by a lot of people to make their daily life easier. Automatic doors, lamps, and automatic cars have attracted a lot of people's attention due to their automatic function and also help in increasing energy efficiency. Therefore, by using automatic electronics people can be comfortable in living their daily life especially by using automatic pedestal fans during this hot season.

The Fanaholic fan is well worth the money as it has plenty of power, a nice minimalist design as well as colors, and a beneficial list of features. It includes a large front panel with all of the controls, a compact but strong base that can be adjusted up to 4 feet in height, and has a 360° rotation for cooling effect. A multifunction remote control with capabilities such as timer, speeds, and swing controls are provided together with the fan.

One of the unique features of Fanaholic is the PIR motion sensor. Fanaholic fan makes life easier since it has a PIR motion sensor that allows the fan to power on and rotate automatically whenever human activity is detected. There is a hidden closed-circuit television (CCTV) which is located in the middle of the fan's case. The CCTV in this fan has a high-resolution camera that can capture high-quality images and infrared lighting to pick up clear images during night and dark environments. Thus, it helps to increase home security efficiently.

This fan has an enclosed air duct and deep-pitch blades that propel air up to 80 feet and it is estimated to consume up to 80% less energy compared to an AC with an equivalent engine. It is energy-efficient as well as being quiet. Up to 50% of the electric expenses can be saved if they have been used all year. This fan has great safety features such as small fan grids and a strong stainless steel fan case. Therefore, the consumers can ensure the safety of their family members, especially children who love to play and put their fingers into the fan. The Fanaholic fan comes with 100 CMM cubic meters per minute (CMM). Fanaholic pedestal fans can last more than 3 years with the warranty. Basic design comes with a variety of light cheerful pastel colors like pink, blue, green, and yellow and also dark plain colors like black, white, light brown, and gray. Fanaholic produces fans in basic designs and also custom designs, according to the consumers' preferences. An additional charge of RM60 would be charged if the consumers demand to custom their own designs according to their likings and the product would take about a month to be shipped as it was a pre-order item. Fanaholic also comes in different sizes, including small, medium, and big with a lightweight. A lightweight fan will help the consumer to adjust or replace the fan easily. Plus, Fanaholic fans also come with the most ideal size which is 400mm.