



## Technology Blueprint of Tsumatobin

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## **EXECUTIVE SUMMARY**

Green Lux is a supplier company that distributes a very efficient, of useful and affordable products. It produces a 2in1 trash bin that combines the trash can with a food composter that helps life get easier, named TsumatoBin. It allowed people to have a pleasant living environment by reducing bad odors from rubbish without facing any problems such as hard-to-tie-up plastic bags, small space, and uncontrol food waste. This product has advanced technology function with affordable price that can attract customers to own it.

We aim to market our product with the cost of RM1,616.00 per unit. The advantages of our product are easy to put anywhere since the size is not too big and saves space. This product is indeed efficient to the customers as it helps to tie up the plastic bag. Besides reducing bad odors, this product can also produce organic fertilizer from the food composter part that the process only takes a few hours to finish. It is free from any chemical agents that have a toxic effect on human health, plants, and animals.

Our target market is mainly everyone in Negeri Sembilan who values cleanliness and prefers a pleasant living environment such as households, students, and more. Based on our price, we aim to market our product to M40 and T20 people from all races and range between 20 to 55 years old. Based on their monthly income, they can afford to have our product, TsumatoBin for their own. Another alternative to expand our business, we also focus on online market platforms. We choose platforms such as Shopee and Lazada to further diversify our product to easily to purchase by all the customers.

We are the first Malaysian company that produces products that combines trash bins and food cyclers. We believe that it can be our added value and remain competitive with other existing manufacturers of trash bins and food cyclers. Our company consists of seven important key management roles which are Chief Executive Officer, Human Resource Manager, Administration Manager, Marketing Manager, Accounting Manager, Operation Manager, and Senior Technology Engineer. Each of the roles has its own responsibility to manage and plan the business of Green Lux. So that the management runs smoothly. Lastly, we are also helping each other to develop a successful business in the market.

## 1.0 INTRODUCTION

The name of the company is Green Lux and this business run at Persiaran Bunga Tanjung 2, Kawasan Perusahaan Senawang Baru, 70450 Seremban, Negeri Sembilan. The company's business focus on manufacture of electrical accessories and household appliances. Being one of the companies that grown electrical home appliances manufactures in Malaysia, we offer product that include variety of small kitchen appliances under this brand. Moreover, our product has advanced technology function with affordable price that can attract customers to own it. Since there are many successful companies that manufacture electrical appliances, our company produce a new product development to differ with other competitors. The uniqueness of our new product offers special features and benefits can attract people especially household.



Figure 1: Logo of the Green Lux

The new product that we want to introduce to the market is TsumatoBin. This product has been made some modifications by combining the trash can and food composter. Usually, households need to dispose of garbage and food waste in the same bin and they need to regularly change the plastic bag to avoid the environment smelling unpleasant due to wet food waste. By having this TsumatoBin, consumers can separate the organic waste into food composter while the inorganic waste into trash can. Furthermore, this new product is suitable for user who seek a solution for their uncontrol food waste in their house because this product come with two bins at once. Thus, TsumatoBin facilitates the energy of users and making a more comfortable and healthier environment.