



## TECHNOLOGY BLUEPRINT EAZEECHANGE

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## **EXECUTIVE SUMMARY**

EazeeChange Sdn. Bhd. is a supplier company which produces a coin changer called Cashless Coin Changer. What makes this coin changer unique is that users now can deduct money from their e-Wallet applications using this machine into coins. It also uses QR code technology which is faster and more efficient. The company will be systematically located in Selangor where technology factories are mainly based. The company is in conjunction with the government's aim of achieving a cashless nation by 2022. Which is why the new product, Cashless Coin Changer will be introduced to the nation.

Cashless Coin Changer is targeted for other business owners as the target market. EazeeChange focuses more on businesses in the same state so that it is easier for us to monitor the machines. Thus, the target market for this business is other business owners in Selangor which will need the service of a coin exchange machine. The way for the company to reach these target markets is through the salesperson who is in charge of advertising the product by marketing the Cashless Coin Changer in magazines and personal selling.

EazeeChange is the first Malaysian company that produces a coin changer which is connected to e-Wallet applications. Since the pandemic, people have become more comfortable with cashless methods. Plus, e-Wallet applications constantly give out rewards and cashbacks which immensely benefit the users. This highlights more on why people prefer using e-Wallet. EazeeChange wants to promote the use of e-Wallet while still emphasizing the importance of coins in certain businesses. Thus, this opportunity we produced can raise the demand for both business customers and also e-Wallets applications.

The main reason why EazeeChange decided to introduce Cashless Coin Changer to the market is because this product has great potential in providing high profit. With distinct existing features that clearly sets this product above any coin changer machine, EazeeChange believes that it is one of the top among other coin changer machines. Cashless Coin Changer is estimated to gain profit as much as RM34 587 600 from the year 2022 until 2024. With business owners being the chosen target market, it is anticipated as being successful in the market.

EazeeChange has a competitive team management with 7 members with distinct job scopes. These scopes are to ensure that each work must be done efficiently. With Ummul Khaliesa Najwa Binti Rozman as the General Manager, the other 6 members will become managers for different departments in EazeeChange. Marketing will be taken over by Nur Syarah Md Hashim as the Marketing Management. Production will be held by Muhammad Firdaus Bin Idris as the Production Manager. After that, Izzah Husna Binti Hazrim will be appointed as the Logistic Manager and Farah Izzaty Binti Mahzan as the Design Manager. Financial matters will be handled by Fazni Shazlin Binti Ahmad Niza as the Financial Manager and lastly, Syarifah Al Anissa Binti Syed Shah will be assigned as the Quality Assurance Manager.

## **2. PRODUCT DESCRIPTION**

### **2.1 Details of the product**

People nowadays favour cashless transactions over cash transactions since they are easier to complete. But, there are few problems that are faced by people who want to exchange money for coins. When it comes to exchanging money for coins, there are a few issues to consider. First, issues frequently arise in locations that require coins, and the counter may not have enough coins to exchange the money. People must search for another counter in another shop to change coins, which is inconvenient for them. Another issue is that people must bring little amounts of money to exchange money for coins because the counter does not allow large sums of money to be exchanged for coins most of the time. Hence, EazeeChange Sdn Bhd has the solution to make their life easier as EazeeChange Sdn Bhd has come up with a new innovation of a machine namely EazeeChange, which is a machine that provides cashless coin changer. This EazeeChange definitely had some modifications on the existing products that were manufactured by other companies by providing improved technology than others.

The EazeeChange is made of high-quality stainless steel and has a 14-inch LCD touch screen that allows for user-machine interaction, allowing for the development of cashless technology. The touch screen consists of two thin and flexible layers with an electric current running in between the screens with the LCD display located behind the layers. When users press their finger on the resistive screen, the top layer makes contact with the bottom layer, activating the electrical current which is recognised by the device and immediately calculates the location of the point contacted on the screen. After that, an environmentally friendly plug wire electric is used to power the machine. It is environmentally friendly because it is recyclable, which aids in the prevention of climate change. Yellow is chosen as the machine's color since it is a vibrant and eye-catching hue. Yellow is one of the simplest colors for our eyes to notice during the day. The key feature of the EazeeChange cashless coin changer is that customers will be able to use cashless technology, which requires only a phone and an e-wallet application, and it does not make changing money difficult, as the machine's name suggests. TouchNGo, Shopee, Grabpay, MAE by Maybank, and Boost are among the e-Wallet applications listed in the machine and commonly used by customers.

### **2.2 The Application of the Product**

EazeeChange has come up with a new idea that has been incorporated into the current coin changer machine to tackle the challenges faced by users. EazeeChange coin changer is an improvement of a coin changer, with cashless technology. EazeeChange is a cashless technique for converting paper money to coins that uses an e-Wallet. All transactions made with the machine are cashless, requiring only a phone and an e-Wallet application, and they are not difficult to change money. Customers frequently utilize Shopee, Grabpay, MAE by Maybank, and Boost, which are among the e-Wallet programmes offered in the machine. The machine only serves 50 cents since it is the most appropriate cent in comparison to 10 and 20 cents, and it is also the most