



EZ POT

Faculty : **FACULTY OF APPLIED SCIENCE**
Program : **BACHELOR OF SCIENCE (HONS) IN BIOLOGY**
Program Code : **AS201**
Course : **TECHNOLOGY ENTREPRENEURSHIP**
Course Code : **ENT600**
Group Members :

NAME	STUDENT ID
MUHAMMAD HAIRUN EMAN BIN MOHAMMAD ZAKI	2022958467
SUHAILA BINTI MUSI	2022780337
ZAIRUL FIRDAUS BIN MOHAMAD@ZAINI	2022991185
MUHAMMAD ADIL BIN JUMAIN	2022958657
SITI NUR SYAHIRAH BINTI NASARUDIN	2022958957
MUHAMMAD AZDY HAIQAL BIN MUHAMMAD AZRUL AIDI PHILIPS	2022971841

Submitted to:

MADAM NOOR HASVENDA

Submission Date:

27 JANUARY 2023

TABLE OF CONTENT

1.0 EXECUTIVE SUMMARY	3
2.0 PRODUCT OR SERVICE DESCRIPTION	4
3.0 TECHNOLOGY DESCRIPTION	7
4.0 MARKET ANALYSIS AND STRATEGIES	9
5.0 MANAGEMENT TEAM	17
6.0 FINANCIAL ESTIMATES	25
7.0 PROJECT MILESTONE	30
8.0 CONCLUSION	32
9.0 APPENDICES	33

1.0 EXECUTIVE SUMMARY

EZ eco aims to develop a new high-tech product, the EZ pot, a self-watering vase with unique features that make it more eco-friendly and convenient. Since a standard flower pot needs human effort to take care of, the idea of an EZ pot comes from there. We reduce human work to monitor their plant 24/7. Our objective is to help plantsman, workaholics, and busy and aesthetic people to take care of their plants. Besides, EZ pots are also suitable to use for people who want to start home gardening. This pot is also designed to prevent pollution. EZ Pot is made with modern solar electricity technology that uses solar energy as its primary source and comes in six different colours. This product is designed with a solar panel as the main power supply instead of electric to make it wireless and futuristic looks. Secondly, a timer where Customers can set up a timer which will automatically water plants. Thirdly, a digital clock with an elegant design. Fourthly, a water tank made of blow moulding plastic that can store up to 1.0L of water—fifthly, a humidifying sensor embedded in the pot to sense humidity level, wire, and lastly, a water pump to supply water to the pump. We added these complicated components as a competitive advantage to ensure our product is long lasting in today's market. Our company focuses on offering our product, EZ Pot, to four demographics: workaholics, travellers, students and educators. For profitability, our company will use various marketing techniques such as selling the product offline and online buying and selling applications such as the shoppe, Lazada and TikTok platforms. For the management aspect, each consists of a general manager, administration manager, marketing, production manager, operational manager and financial manager. Each manager has abilities and specific roles in managing the company in all aspects.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 PRODUCT DESCRIPTION

EZ Pot is a self-watering vase that has been invented and has special features that are perfect for a minimalist, plantsman, workaholic, busy and aesthetic person. EZ Pot can water the plant automatically upon the absence of its owner and is featured with six different color which are nude, crepe pink, periwinkle blue, wisteria purple, forest green and pastel grey. EZ Pot is also built with modern technology of solar electricity that uses solar energy as its main source of energy. This makes EZ Pot as an eco-friendly product and friendly to the consumers electric bills as it does not need to be charged.


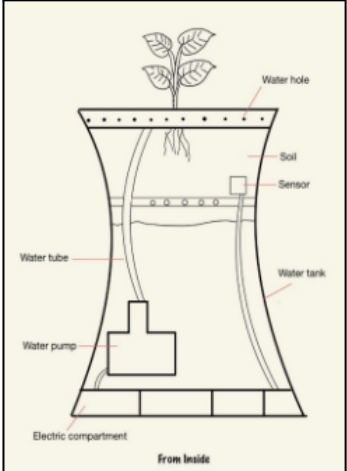
Malaysia, is a country that has a tropical climate and is perfect for solar electricity generation as Malaysia receives sunshine for six to eight hours daily (Malaysiakini, 2022). Since Malaysia received at least six hours of sunlight daily the power produced from the solar panel was sufficient to supply power to EZ Pot.

Compared to Automatic Plant Waterers Drip Irrigation that can be found in Shopee, EZ Pot has the modern feature that suits current generation lifestyle and will be a wise investment.

2.2 PRODUCT APPLICATION

EZ Pot is a self-watering vase that is implemented with modern design and technology. The source of energy is solar power thus, EZ Pot does not need to be charged upon the absence of its owner. When the timer has been set, EZ Pot will automatically water the plant through the hole and water excess will go through the filter into the water tank to be recycled for the next watering process. When there is an error on the timer, the sensor will sense the moisture of the soil and reset the timer and start to water the plant based on its moisture. Other than that, sensors also will notify the owner the current condition of the plant and its soil moisture through developed application.

2.3 PRODUCT COMPARISON

<p>Features</p>	 <p>Automatic Plant Waterers Drip Irrigation that sold at Shopee</p>	 <p>EZ Pot</p>
<p>Functionality</p>	<p>One function only (water plant)</p>	<p>Multifunction (water plant, digital clock)</p>
<p>Eco-friendly</p>	<p>✓</p>	<p>✓</p>
<p>Portable</p>	<p>✓</p>	<p>✓</p>
<p>Net weight</p>	<p>500g – 2kg (Depends on bottle's size)</p>	<p>4kg</p>
<p>Watering Duration</p>	<p>Up to 20 days (Depends on bottle's size)</p>	<p>Unlimited, as long there is sunlight to produce energy</p>
<p>Efficiency</p>	<ul style="list-style-type: none"> ● Might cause excessive watering to the plant by supplying water all the time. ● Not suitable for small plant (cactus, snake plant, orchids, red aglaonema) ● Bigger bottle will cause imbalance in a smaller pot and cause the pot to fall 	<ul style="list-style-type: none"> ● Supply the water based on customized soil moisture and time ● Suitable for all type of indoor plant ● Balance product, not easily fall.
<p>Aestheticity</p>		<p>✓</p>