# UNIVERSITI TEKNOLOGI MARA MALAYSIA

## QUNTUM.CO

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**TABLE OF CONTENTS**

| Contents | Page Number |
|---|---|

## 1.0 EXECUTIVE SUMMARY

Quntum. Co was established on the 1st of January 2023, and the headquarters is located at Kuala Pilah, Negeri Sembilan. It is a company that provides an online platform in the form of an application for users who want to send their wedding invitations digitally. Planning and organizing the wedding, including the invitations, the schedule, the to-do list, and other details, can be stressful for the future newlyweds—the main goal of Quntum. Co is to develop inventive and contemporary ways to offer a platform for future newlyweds to utilize, particularly as their personal journal in advance of their wedding preparation, while giving the greatest value to our users. Different from other ordinary wedding applications and websites, Quntum.Co offers additional advanced features based on the packages, such as reservations for wedding gifts and other features, including wedding itineraries, guest lists linked to e-cards, and mood boards.

Before developing Quntum. Co, numerous ideas were considered, and extensive research has been done to get the best outcome to fulfill every user's satisfaction. Quntum. Co is known as an app that is close and personal to their user, so a survey via google form has been conducted to get a closer view of the apps from everyone's viewpoint. This survey is one of Quntum.Co's strategy is to analyze all the data collected to stay relevant in the market. The user acceptance testing has shown numerous positive feedback from everyone aged 20-40. In a week, 50 respondents have been actively contributing new ideas and improvements that are crucial for Quntum.Co apps.

This application, regardless of age, aims to market to users who are going to get married. This is because modern society is already adept at utilizing rapidly advancing technology which can help save time, cost, and energy. Quntum. Co application offers features that enhance users' convenience and is simple to use and organize. Based on the information obtained, Quntum.co is equipped with various useful features that can improve the wedding preparation flow of the main target market, which will be the newlywed.

As we know today, there are a lot of competitors that have the same nature of business as Quntum. co. In this case, what makes Quntum.Co different from others is that it provides features that cannot be found on others, such as reservations for wedding gifts and mood boards. Quntum. Co also takes the initiative to study and analyze the competitors to identify all the strengths and weaknesses. The main competitors for this service are weddie.my. A thorough market analysis and strategies were done to analyze the price and estimate potential customers. Compared to other competitors, Quntum.Co emphasizes providing services at reasonable yet highly profitable prices. The prices are based on the chosen packages, starting

from RM 88-RM350. This is different from other wedding apps business in the market as they usually charge a higher fee that will be profitable only for them.

As for the profitability of Quntum.Co, it can be identified as profitable and stable, proving that it is a reliable company. The Return on Equity, Return on Assets, and Net Profit Margin are all consistent. The net income reached by Quntum.Co by the third year of operation is Rm 887,560. As for management, six partners who had essential roles inside the company, including the general manager, graphic Designer, operational manager, marketing manager, administration manager, and financial manager, formed the basis of the business. Marketing strategies used to expand the application are through social media, including Instagram and Twitter, as most users use these social media platforms.

## 2.0   PRODUCT OR SERVICE DESCRIPTION

### 2.1 Overview of Product

In Quntum.co, we provided e-digital services that related to wedding preparation that can ease the future newlywed with just using an application on their mobile phone. In common or traditional method, newlywed is usually having their own physical notebook or notes in their mobile phone to record all information related to their wedding preparations, hence it is easy to get lost, misplaced, and difficult to make any changes. As Quntum.co provides digital wedding planning services, however, it is not like the wedding planners that are commonly or available in the market today. In this Quntum.co application, it consists of various features that can be use including e-card invitation that connected to the guest list, wedding gift reservation, wedding itinerary template, budget list, checklist, vendor list, and moodboard.

### 2.2 Application of Product

The services that provided by our company can be beneficial to all the future brides and grooms to plan, organize, and track their own wedding preparation in just one platform. These services will help and ease the users since there are various features provided in the application. The users only use their mobile phone and downloading the Quntum application through App Store for IOS users or Google Play Store for Android users. This will allow whoever that using IOS or Android to access the application through their mobile phone.

Next, they need to log in or sign up using an email address as the starter to use the application. In order to complete this section, they are also required to fill in information including groom's and bride's name, date of the wedding, the location, and number of guests as well as uploading the profile picture. In completing this section, it allows the application to make the features function well for the users by filling the details regarding their wedding.

Besides, the users required to choose any of the package provided in order for them to access the Quntum application. There are three packages provided by the Quntum.co according to their needs and budgets. Each of the packages provided varies according to the featured and prices set. We provided these various packages as we believed that brides and grooms have their own needs and preferences regarding their wedding, hence it will make it easier for them to choose the package that they want to. Any package they chose allow them to use the application for a long term. This application only needs a one-time payment for each users using an email address. The users can choose their payment method either using their debit card or credit card, Financial Process Exchange (FPX) or PayPal transaction.