



## KitarLAH

---

**Faculty** : Faculty of Applied Sciences  
**Program** : Bachelor of Science (Hons.) Biology  
**Program Code** : AS201  
**Course** : Technology Entrepreneurship  
**Course Code** : ENT600  
**Semester** : 3  
**Group Name** : AS2013A1  
**Group Members** : 1. Ashmaruza Putri Binti Ismail (2023393333)  
2. Farah Najihah Binti Muhamad Sakir (2023388835)  
3. Habibah Binti Julhari (2023115033)  
4. Nur Ezzaty Binti Robani (2023184637)  
5. Nurin Ainin Sofia Binti Mohamad Ali (2023613881)  
6. Sujifah Binti Yumain (2023388323)

### Submitted to

Miss Noor Hasvenda Binti Abd Rahim

### Submission Date

12<sup>th</sup> July 2024

## TABLE OF CONTENTS

<b>1.0 EXECUTIVE SUMMARY</b> .....	3
<b>1.1 Brief Description of the Business and Product Concepts</b> .....	3
<b>1.2 The Target Market and Projections</b> .....	3
<b>1.3 The Competitive Advantages</b> .....	4
<b>1.4 The Profitability</b> .....	4
<b>1.5 The Management Teams</b> .....	5
<b>2.0 PRODUCT OR SERVICE DESCRIPTION</b> .....	6
<b>2.1 Overview of the Product</b> .....	6
<b>2.2 Application of the Product</b> .....	6
<b>2.3 Features of KitarLAH</b> .....	7
<b>2.3.1 Recycling Center List</b> .....	8
<b>2.3.2 DIY Ideas</b> .....	9
<b>2.3.3 Educational Resources</b> .....	10
<b>2.3.4 Feedback and Support</b> .....	11
<b>2.3.5 Recycling Tutorial</b> .....	12
<b>2.3.6 Marketplace</b> .....	13
<b>2.3.7 User Rewards and Incentive</b> .....	14
<b>2.3.8 User’s Profile</b> .....	15
<b>2.4 Developmental of the Product</b> .....	16
<b>2.5 Patents</b> .....	16
<b>2.6 Opportunities</b> .....	17
<b>3.0 TECHNOLOGY DESCRIPTION</b> .....	18
<b>4.0 MARKET ANALYSIS &amp; STRATEGIES</b> .....	19
<b>4.1 Customers</b> .....	19
<b>4.2 Market Size and Trends</b> .....	20
<b>4.3 Competition and Competitive Edges</b> .....	21

<b>4.4 Estimated Market Share and Sales</b> .....	23
<b>4.5 Marketing Strategy</b> .....	24
<b>4.5.1 Overall marketing strategies</b> .....	24
<b>4.5.2 Pricing strategies</b> .....	24
<b>4.5.3 Sales strategies</b> .....	25
<b>4.5.4 Advertising strategies</b> .....	25
<b>4.5.5 Distribution strategies</b> .....	26
<b>5.0 MANAGEMENT TEAM</b> .....	27
<b>5.1 The Organization Chart and Description</b> .....	27
<b>5.2 Key Management Personnel</b> .....	28
<b>5.3 Management Compensation and Ownership</b> .....	35
<b>5.4 Supporting Professional Advisors and Services</b> .....	36
<b>6.0 FINANCIAL PLAN</b> .....	37
<b>6.1 Start-Up Cost</b> .....	37
<b>6.2 Pre-Operating and Working Capital</b> .....	38
<b>6.3 Start-up Capital and Financing</b> .....	39
<b>6.3.1 Capital Expenditure</b> .....	39
<b>6.3.2 Source of Financing</b> .....	40
<b>6.3.3 Start-up Information</b> .....	40
<b>6.3.4 Sources of Start-up financing</b> .....	41
<b>6.4 Cash Flow Statement</b> .....	41
<b>6.5 Income Statement</b> .....	42
<b>6.6 Balance Sheet</b> .....	43
<b>7.0 PROJECT MILESTONES</b> .....	44
<b>8.0 CONCLUSION</b> .....	45
<b>9.0 REFERENCES</b> .....	45

## **1.0 EXECUTIVE SUMMARY**

### **1.1 Brief Description of the Business and Product Concepts**

As there are rise of waste rate in Malaysia, HiddenGen design an online platform application called KitarLAH where it provides users with various of features to help them in recycling. This app allows users to know what type of materials they can recycle and how to improvise those materials into something else. Generally, this app allows users to improvise and customize things but also cost reduction as long as the users have those recycling materials. Besides that, this app using the concept of Augmented Reality (AR) which combined the real-world environment with generated perceptual information overlaid. Our app allows users to scan their recycle materials and from this they can know on how and what those recycle materials can transform into. KitarLAH also provides tracking features and real-time update about the waste rate in Malaysia to increase their awareness.

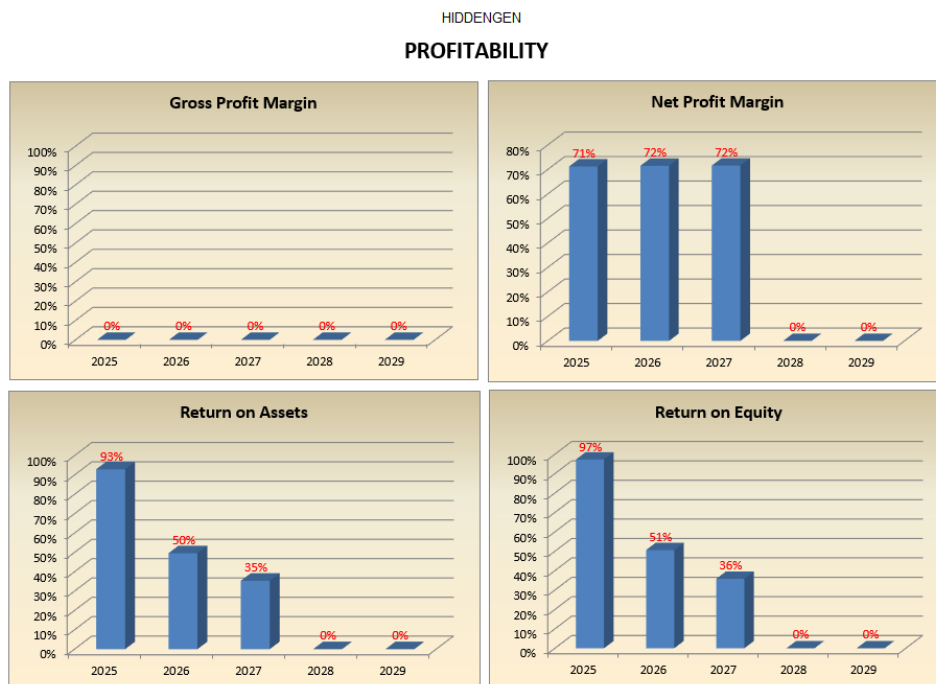
### **1.2 The Target Market and Projections**

The design of our app was triggered by the increase in waste rate in Malaysia and the changing consumer behaviour. Thus, our target market is the community as everyone should be aware on how important to throw and recycle their garbage properly. Garbage that is not properly managed can be one of the biggest contributors to the pollution. Our app target mass market which is wide range of customers as many people can use our app such as worker, students or even housewife. KitarLAH application can be installed through Play Store and App Store. Our app also promoted using social media ads as so many people use social media nowadays. This is to attract more people to install KitarLAH and increase their awareness on how important recycle is and what is the correct way to recycle.

### 1.3 The Competitive Advantages

There are so many recycle apps that have been existed and some of them also have feature that have been used by our app. The recycle app that using this kind of trend are Recycle Coach, Bower: Recycle & get rewarded and UZED - Recycle plastic, e-wast. However, KitarLAH application is different from other recycle apps mentioned as it can be said every features are combined in this app. KitarLAH provides many features with various functions to its users. KitarLAH application provides recycling centre list, recycling tutorial, DIY ideas and many more which can make users more invested in our app. Besides that, KitarLAH also consists of feedback and support features where it can help us connect with our customers. KitarLAH application give rewards and points to the users with achievements when using this app. This can help users to be more eager and competitive to collect those points.

### 1.4 The Profitability



**Figure 1.4.1 Profitability graphs**

Profitability ratios are important as it indicates the business' financial performance. Diagram above shows that there is a decrease in our company Return on Assets and Return on Equity. However, for our Net Profit Margin and Gross Profit Margin, shows a constant value from 2025 to 2027.