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EVOTECH

**BUSINESS PLAN REPORT
EVOTECH INDUSTRY ENTERPRISE
GROUP 4A1/A2**

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EXECUTIVE SUMMARY

EvoTech Industry Enterprise, based in Bayan Lepas Industrial Zone, Penang, Malaysia, specializes in creating innovative, multifunctional home appliances for modern lifestyles. Its flagship product, Dryon, is a hybrid device combining a hairdryer and a steam iron into a compact, energy-efficient solution. Designed for busy professionals, travelers, and urban residents, Dryon addresses the need for convenience, portability, and sustainability, aligning with EvoTech's mission to simplify routines and enhance customer satisfaction.

The company targets tech-savvy individuals aged 25-45 with mid-to-upper income levels across Southeast Asia. By leveraging digital platforms like Shopee and Lazada, alongside physical retail and influencer partnerships, EvoTech aims to establish a strong market presence. Financially, EvoTech projects RM9,043,200 in first-year revenue with 5-10% annual growth, supported by a detailed operational and marketing strategy.

This business plan provides a roadmap for EvoTech's growth and highlights its potential to revolutionize the home appliance market. By meeting consumer demands with innovative, eco-friendly solutions, EvoTech is well-positioned to secure investor support and become a trusted brand in the industry.

1.2 Reason/Justification for Starting The Business

The idea for Dryon is a combination of a hairdryer and steam iron, was born out of the need to provide a convenient, time-saving solution for busy professionals, beauty enthusiasts, and frequent travelers. In today's fast-paced world, people often struggle to balance personal grooming and maintaining a polished appearance, which requires both hair styling and wrinkle-free clothing. Traditional tools like standalone hairdryers and steam irons are bulky, time-consuming, and impractical for travel or small living spaces. EvoTech solves this problem by combining two essential functions into one compact, efficient device, simplifying daily routines while saving time and space.

Dryon fulfills several key needs in the market. It addresses the demand for multi-functional products that offer convenience and efficiency, particularly for individuals with busy lifestyles. By integrating hair-drying and steam-ironing capabilities into a single device, Dryon caters to customers who value portability, functionality, and innovation. It also solves the issue of clutter by eliminating the need for separate tools, making it ideal for people living in apartments or with limited storage. Additionally, Dryon incorporates eco-friendly and energy-efficient features, appealing to environmentally conscious consumers who prioritize sustainability in their purchases.

Starting this business allows us to provide a practical solution to a common problem while capitalizing on a growing market demand for innovative, time-saving products. By addressing these needs, Dryon has the potential to become a must-have tool for modern, time-conscious consumers.