



EVOWALLET

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1. EXECUTIVE SUMMARY

1.1. Brief description of the business and product concepts

Wallets are becoming more and more redundant lately as smartphones progressively replace cash and cards, but the EvoWallet is the latest attempt to keep the wallet relevant in the 21st century. Aside from acting as a power bank and smart tag holder, the ultra-smart wallet also incorporates some nifty security features in case when someone where struck by a pilfering pickpocket.

Pairing a wallet with a smartphone, or adding GPS-tracking capacities, don't seem to be new innovations in the world of sensible wallets. EvoWallet incorporates both features into its design with wallet or phone signaling an alarm if he/ she forget one of the other. GPS tracking also lets users follow their wallet in real time if it gets snatched or lost.

The most novel part of EvoWallet is the tiny camera built into it. If the wallet is stolen and enters "lost mode", the camera takes sneaky snaps of anyone who opens it. The pictures are immediately sent to paired smartphone, meaning ones can not only track where the wallet is in real time, but also watch the thief go through owner's stuff. This is made possible by a SIM card embedded within the wallet. Rounding out the list of functions is a built-in power bank that can charge smartphone, either with a cable or wirelessly if the device has that capability.

1.2. The target market and projections

Our main target markets are for middle and high class individuals, income earners and people who prioritize security the most that can use this product to improve security and safety. Our customers will be able to get this product at a nearest store in Kuala Terengganu such as Mr. D.I.Y and other related stores that available to sell our product. We choose these stores as our distributors to supply our product because these stores are the most suitable places to provide this type of product and basically, these are the places whereby customers will be looking for this kind of product too. In addition, these places are located at the most populated location in Kuala Terengganu.

Moreover, as the develop state in Malaysia, Terengganu is the main contributor to the economy. Our company chose wallet as the one of the most important item to target customers. The cases that involved the lost and the theft of the wallet in Terengganu can be avoid and prevent using this EvoWallet by reducing the rate of lost and theft in Malaysia. Thus, increase the safety and security of the customer that protect their importance details like identification card (IC) and bank card that helps the authorities to solve criminal cases likes identity and money theft.

1.3. The competitive advantages

This product is an innovation from the old fashion wallet that is mostly been used to keep our money and identification card (IC). The disadvantages using old fashion wallet are because it is no safety to bring anywhere because of the exposure to being theft and there usually lost the wallet because of their negligence . On the other hand, the EvoWallet will be the futuristic wallet that fulfill the needed of the customer nowadays. EvoWallet is a unique and easy to use as wallet because there are built-in powerbank, remote alarm system, thief camera detection and global GPS tracking that allow customer to get many benefits from this product. The cost of our produæf is also considered suitable and affordable price to everyone. Furthermore, this product also long lasting and very firm. This product also can save the lost money and identification card, it easily detected and catch the robbery. EvoWallet also will be the more competitive than other branded wallet in the market because of the functionality of the EvoWallet that are fulfill the requirement from the security and safety.

1.4. The profitability

A market analysis has been done on the needed of the EvoWallet in Malaysia shows that this wallet could give promising profits in return. As a distributor, a good strategy and promotion will ensure that this business gain profit over the years of operation. Actually, EvoWallet is a new product and this product also has only single competitor in Kuala Terengganu because it is the first added functional wallet and can be considered innovative. Considering this, our company's aim is to control overall market share for this product.

1.5. The management teams

D.E.I.R Corp. consists of 5 partners in top management. There is a general manager, financial manager, marketing manager, administration manager and operation manager. Each of partners has its own responsibilities where all partners are required to handle and manage the department operation wisely.