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TABLE OF CONTENTS

CONTENT	PAGE
INTRODUCTION	5
Name of Group and Enterprise	5
Objective and Purposes of Organization.....	5
Partnership Agreement.....	6
Business Logo	7
Interpretation of Object.....	7
Business Motto	8
Vision	8
Mission	8
Location of Business	8
1.0 EXECUTIVE SUMMARY	9
2.0 PRODUCT OR SERVICE DESCRIPTION	10
3.0 TECHNOLOGY DESCRIPTION	12
4.0 MARKET ANALYSIS AND STRATEGIES	13
4.1 Customers	13
4.2 Market Size and Trends.....	13
4.3 Competition and Competitive Edges	14
4.4 Estimated Market Share and Sales	14
4.5 Marketing Strategy.....	16
5.0 MANAGEMENT TEAM.....	18
5.1 Organisation	18
5.2 Key Management Personnel.....	19
5.3 Management Compensation and Ownership	22
5.4 Supporting Professional Advisors And Services	23
6.0 FINANCIAL ESTIMATES	23
6.1 Start-up Cost	23
6.2 Working Capital.....	24
6.3 Start-up Capital and Financing.....	25
6.4 Cash Flow Statement.....	26
6.5 Income Statement.....	27
6.6 Balance Sheet.....	28
7.0 PROJECT MILESTONES.....	29
8.0 CONCLUSIONS.....	29
9.0 APPENDICES	30

INTRODUCTION

Name of Group and Enterprise

Our company name is AZA Corporation. AZA is based on our partnership first alphabets names. It was intended to commercialize our product to be the best Smart Rubbish Compress (S.R.C) because our product is have automatic compress, anti-smelly and watery removal, can hold more garbage, easy and safe trash removal, appropriate at any places, sensor and high durability. Our company want to make our product be the highest demand among the other product.

Objective and Purposes of Organization

AZA Corporation objective are:

1. To provide our customer with a high quality and professional product.
2. To exceed the customer expectation towards our product.
3. To ensure the product can solve the problem that user facing.

AZA Corporation purpose of organization are:

1. Provide more job opportunities and give benefits for those who apply a position in our company.
2. Build a good relationship among team members and workers of the company.
3. Enhance the marketability of modern product to the worldwide.

1.0 EXECUTIVE SUMMARY

AZA Corporation offers smart trash bin which is AZA Smart Rubbish Compress (S.R.C). There are seven features aspect that have embedded into the AZA Smart Rubbish Compress (S.R.C) which are in term of automatic compress, anti-smelly and watery removal, can hold more garbage, easy and safe trash removal, appropriate at any places, sensor and high durability. This product have two type of model which are for household and for industry such as restaurant, hotel and factory.

The target market of this product is housewife and industrial people. It focus more on housewife in range 20 until 55 years old and for industrial such as owners and workers of restaurants, hotels and factories. AZA Smart Rubbish Compress (S.R.C) can give many benefits to the user such as reduce human energy, easy and safe to use, hold more garbage, notify user when the garbage is on its limit and high durability. Based on a study of present trends and with enhancement of technology in this product, users will like n buy this product because it can give a lot of benefits for user when using this product.

In Chendering, Kuala Terengganu, business such as restaurant, hotel and factory has been an explosion of growth over the year. Kuala Terengganu is an area that have a big population and there is also a huge amount of number of restaurant, hotel and also factory are found. Thus, there will be a good place to develop a company near the area.

This company marketing strategy is to emphasize the quality and the price of the products. This company offers an affordable price for this product though this product is little bit expensive from other current trash bin because many people wants a products with a good quality, functionality and suitable price that can afford by them. So that, the marketing strategy is aim to target to all household and industrial people who needs the technology based on Smart Rubbish Compress.

The management of AZA Corporation consists of three managers which includes Muhd Adib Adham Bin Abd Rashid as general manager and also operational manager, Mohamad Zool Ekhsan Bin Mhd Nasir as administrative manager and marketing manager and Muhammad Adnin Bin Narasid as financial manager. The team leader has extensive experience in finance, business and management, accounting, administrating and for the additional workers they usually have experience in handling a business. The partners of this company will take responsibilities and play an important role in order to make this product famous in this entire world.

2.0 PRODUCT OR SERVICE DESCRIPTION

AZA Smart Rubbish Compress (S.R.C) is a new product that have been develop by AZA Corporation which is the modification of old product that will been innovate to produce more advance product. This product had been implement with seven features aspect which are in term of automatic compress, anti-smelly and watery removal, can hold more garbage, easy and safe trash removal, appropriate at any places, sensor and high durability that have embedded into it. The price of AZA Smart Rubbish Compress (S.R.C) for household is RM300 and for industrial is RM500.

AZA Corporation is a company that manufacturing electronic product by its own and this company also use several application to produce the product itself. For example, stainless steel and plastic are the primary end that are being used to create this product. Then, the factory workers will be executing the work and also carpentry installation. Lastly, AZA Smart Rubbish Compress (S.R.C) will be delivered to the customers or to the shop that want to sell this product.

AZA Smart Rubbish Compress (S.R.C) has many unique features. First, it has automatic compress that can help user to compress the garbage whenever the garbage are exceed the sensor limit. Second, it is an anti-smelly and watery removal which are can prevent smell of the garbage until the garbage is full and can remove watery of the garbage because it has a watery tank below. Third, it can hold three times of their weight and the weight for household and industry are difference. Fourth, it is an easy and safe trash removal which are this product have been built with the concept of friendliness and safety. Fifth, it suitable at any places because in this product have come with two size which is for household and for industry. Sixth, it has limit sensor and motion sensor which are the can detect garbage limit and to open and close. Seventh, it has high durability because this product are made of sturdy stainless steel construction. These unique features are the added value of this product compare to the existing smart trash bin in the market.

The state of development of the AZA Smart Rubbish Compress (S.R.C) are in building prototype. Hence, Figure 1 below shown the first physical picture model of this product that are being refers to develop the prototype. It take about five months to complete the model fully before this product can be proceed to the next step which is the full-scale launching of the AZA Smart Rubbish Compress (S.R.C). The total cost to develop, test and introduce the product is RM15000. In summary, this product is a product that help user to compress automatically when the rubbish exceed the limit