



ECOGENIC BEACHCOMBER

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1.0. EXECUTIVE SUMMARY

1.1. Brief description of the business and product concepts

BC Corp is an organization that is formed under a partnership that produces an innovative rubbish collector machine which is beachcomber. Our business main goal is to be one of the top company in Malaysia by providing our main product which is Ecogenic Beachcomber that is unique and eco-safe. Our company also focuses on providing good quality machine to customer and give satisfaction to customer when using our product. BC Corp creates Ecogenic Beachcomber with some of safety element to ensure that the user and people near the machine are in protected from any unwanted incident. The concept of our organization is to provide the best products that can help clean the environment of the beach around the country.

Ecogenic Beachcomber is a new machinery product that drags a raking or sifting device over beach sand to remove rubbish and other foreign matter. Our Ecogenic Beachcomber is have few characteristics that make our product unique. The material of wheels is from light alloy hoop in order to able the machine move on the beach area. Our machine has pike-roller that is used to pick trash all along the beach and throw it in the trash compartment. Our spike roller have shield to protect them and to avoid people getting hurt. We used carbon steel material to made the shield is because of the characteristic of the steel itself, which is light weighted and strong material.

Next, our machine has electromagnetic sensors to sense any living things in front of the machine while it moves. This sensors is to avoid any incident happened. Besides, our machine has hybrid power which have solar cell that convert light energy into electricity to provide energy to machine. This also in order to decrease the usage of petrol. Other than that, Ecogenic Beachcomber also has emergency light to aware people that the machine is moving so they will be more careful when walking and avoid the machine.

1.2. The target market and projections

Our main target markets are for government organization, municipal organization, tourism industry and any private organization that can use this product to improve the cleanliness of the beach. Before this, the workers that responsible to collect rubbish in beach area always work over time because there are a lot of trashes scattered around. Besides, the works is taking so much of their time and they only can pick small amount each time. Therefore, our innovation of beachcomber will help them to collect big amount of trashes at small amount of time.

Moreover, municipal in Terengganu is one of the main contributor that responsible with the cleanliness of the beach around Terengganu. That is why our company chose Majlis Bandarav Kuala Terengganu (MBKT) as one of the most important target customers. Beaches in Terengganu can be improved using this machine by decreasing the time collecting the rubbish in beach area. Thus, boosting our tourism economy among world and can increase the cleanliness of the environment in Terengganu.

1.3. The competitive advantages

This product is an innovation from current machine that is mostly been used to pick trashes. The disadvantage of the current machine is that the machine is not eco-friendly and can polluted the environment. Besides, Kuala Terengganu does not have this type of machine which makes the company the only one that provided the Ecogenic Beachcomber that is newly innovated. On the other hand, Ecogenic Beachcomber is a unique machine because this machine is attached with solar cell which will convert light energy into electricity in order to decrease the use of petrol. This product also prioritized the safety of others using the sensors in detecting any living things that pass through. The cost of our

product is also considered suitable and an affordable price for a machine. Furthermore, this product also long lasting and very firm and also can save the environment from being polluted.

1.4. The profitability

A market analysis has been done on the organization that responsible with the cleanliness of the beach shows that this Ecogenic Beachcomber could give promising profits in return. This is because, our company is the only company that will sell the beachcomber machine in Malaysia. As a distributor, a good strategy and promotion will ensure that this business will gain profit over the years of operation. For our product, the price would be RM60, 000 after being taken into consideration in terms of manufacturing costs and other cost as well. And it is considered an affordable price for an Ecogenic Beachcomber because of the unique and new features of our products.

1.5. The management team

BC Corp consists of five manager which are General Manager, Financial Manager, Marketing Manager, and Operational Manager. Each partner has its own responsibilities where all the partners are required to handle and manage their own department under supervision of General Manager. The five main managers always support in either money related or even the idea. Each partner also invests their own cash for capital which is RM10, 000 each. So, the total for contributions is RM50, 000.