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اَوْنُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا  
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TEKNOLOGI  
MARA

### **TECHNOLOGY BLUEPRINT OF STARK ELECTRONIC CORP.**

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## **1.0 EXECUTIVE SUMMARY**

In the first subtopic, executive summary is discussed about discussion to a business plan. It was described business, the problem that it solves, target market, and financial highlights.

### **1.1 Business Description and Product Concepts**

Our product is focuses on supermarket, hypermarket, marts and department stores. After some researches about the supermarkets in Terengganu, the demand for this product probably is high because the staffs and customer usually take times when buying groceries. In addictions, this machine can save the spaces. Our products also help the customers and staffs to save energy and time instead waiting for long to finish the shopping.

### **1.2 Target Market and Projection**

Our target market is any supermarkets. With more than 10 supermarkets around Terengganu, this product can get it place in the market by choosing in Kuala Terengganu and Kerteh districts. Last but not least, the largest target market is among upcoming supermarkets since especially they need mostly new machine. We also target the groceries shop in rural areas located in Kuala Terengganu, Gong Badak, Chendering and Marang.

### **1.3 Competitive Advantages**

Fácil is a new product of weighing scale. The additional features make the machine look very exclusive. By providing less energy and save time, this product can attract the customers and compete with other machines companies in the market.

## **1.4 Profitability**

In our business, the primary goal of all business ventures. Without profitability the business will not survive in the long run. So, measuring current and past profitability and projecting future profitability is very important. This product has high potential of profit as it is good innovation from latest product with latest technology. Any regular customer who uses the previous product might choose Fácil because it provides more benefits rather than take a long time to weight the item. Besides, this machine has a good design as well. Fácil aim is to control the production machine in market because we believe that we hold more advantages of the product as compared to others.

## **1.5 Management Team**

STARK Electronic Corp. consists of four partners in top management in order to manage all the critical areas of our business to take it to the next level. There is a general manager, financial manager, marketing manager and administration manager. Each of partners has its own responsibility where all partners are need to handle and manage the department wisely.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

### **2.1 Describe in some detail about the product or service to be produced/sold.**

Weighing scale is become one necessary thing in supermarket that are sold wet ingredient such as fruits, vegetables, chicken, fish and others. This is because they need to weigh the things to know the price before customer want to pay at the payment counter but the supermarket needs to open another counter for weighing and sometimes it became crowded because of festival seasons. However, this is come out that the weighing scale at supermarket are not too efficient because OT need a staff to be there and also need some space to open a counter and also take too much time to weighing the things. So, we decide to produce Fàcil which is the product can be put on payment counter and customers can weighing their things by themselves because weighing other work will be done by the Fàcil.

### **2.2 Discuss the application of the product or service and describe the primary end use as well any significant secondary applications.**

Weighing scale are very important for supermarket, hypermarket, groceries and other market that sold wet ingredient because it's can make the market easy to weighing the product and print price tag for the things. weighing scale are very needed at market because of all the things. So, weighing scale are really product that are used in every market to make every works is easy to do.

### **2.3 Emphasizes any unique features of the product or service and how these will create or add significant value; also, highlight any differences between what is currently on the market and what you will offer that will account for your market penetration.**

Fàcil Smart Weighing Scale is an innovation product of manual weighing scale that exists in the market. The standard weighing scale at the market is only functioning at scaling the item. However, our machine has a combination of processes including weighing scale, 3D image