



UNIVERSITI TEKNOLOGI MARA

FLOWER CYCLE ENTERPRISE
"FLOWER CYCLE"

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CHAPTER 1

EXECUTIVE SUMMARY

FLOWERCYCLE Enterprise is a start-up manufacturing company that sells agro-technology product that is mainly manufactured to meet the demand of customer and competitively priced. The company is focused on high growth products driven by current technological trends, such as economy and appearance.

Currently, the company is trying to sell a new product known as Plower cycle. The product gets its name from the part of the product functions. Usually, this process is used traditionally to making of plowing the soil such as hoe, chisel, or scoop by applying tools using some manual work that is related to physical body, energy and time management.

Conceptually, Plower Cycle is like running a comb or a rake over the soil, while plowing is more like using a spatula to flip a pancake. These are much too simple analogies, but the basic idea should be clear. A tilling machine runs blades *through* the soil, while a plow's main work is to flip soil *over* on top of itself. This is a basically different approach to mixing and aerating the soil. A till will knife air into the soil and drag some soil particles into contact with different soil particles, while the plowshare's goal is to flip topsoil over and leave a layer upside-down.

Have the garden of your dreams. Plower cycle 2 in 1 is the lightest tiller and plower available, but with its unique, curvy tines it takes on heavyweight projects like busting tough sod or digging a planting hole with ease. Then do the weeding and cultivating fast by simply flipping the tines around. Compact size fits in narrow rows, raised beds, and close to fences. Soft Sure-Grip, handles are shaped perfectly for wrist comfort. Fold-down handles are convenient for transport and storage. Used by gardeners and landscapers to make quick work of tough jobs. It is better than using a shovel or hoe. Its can works great in any size garden.