



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

SLEEPY BOY

PREPARED BY:

ALDRIDGE AZINGERE JEFFERIN	(2010543443)
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WALTER GETRUDA	(2010348445)
MOHD. IZZAN BIN MASRI	(2010781397)
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09 APRIL 2013



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KAMPUS SABAH**

ENT 300: FUNDAMENTAL OF ENTREPRENEURSHIP

“Sleepy Boy”

“Something Different yet More Convenient”

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Hello, my name is Aldridge Azingere Jefferin and I am the Chief Executive Officer of WiTech Corp. I would like to welcome you all. The first thing I would like to highlight here is about our product. It is designed with custom silicon, assembled with the A4 chip that delivers quality and outstanding performance and is also energy efficient. Our high-capability product comes in several types such as the laptop charger, mobile charger, both mobile and laptop charger, and solar charger. All of these chargers can generate a wireless energy frequency that allows people to charge their devices wirelessly. Our remarkable product is built with a type of chemical plastic called 'aluminosilicate', 20 times stronger than plastic that is being used as a front windshield of a helicopter and a bullet train in current times.

I have summarized the information of our product and details will be explained later in the next chapter. I would also like to highlight about our company. This company is registered under the CCM (Company Commission of Malaysia). The first sources of capital are gathered and contributed by our own selves. With the contribution of the important board of directors, myself and other managers, we held over RM100 million. Other financial sources came from the investment that we made by buying some ordinary and preference shares, details will be explained later. We have also issued shares to the public and to our own company personnel.

Our primary factory on a land roughly cost us about RM 1200000 including our office and warehouse which is located at Kota Kinabalu Industrial Park, Kota Kinabalu. We have also received some subsidies from the Ministry of Finance and personal contribution from the Prime Minister, Datuk Seri Najib Razak, as appreciation of developing and contributing to the Malaysia industry sector. The land is 3200 + ft square that allows us to make a big factory for operational duty and 1000 + ft square for the quarters and warehouse. This factory can hold hundreds of machines and 150 workers.

The office is fully equip with latest personal computer, automated lighting system that can save cost, desks, and cubicles, meeting room, conversation room, rest-rooms and others. Our production start at 7.30 am until 4.30 pm and it depend on machine capabilities. Some part that we import and several materials that we used will be assembly in the assembly room. After assembly, the production room will continue on making the product such as making sure the product is fit to be market and packaging is being done, and then will be deliver to electronic devices store such as Apple, Samsung, and Nokia. Of course we have created alliances or joint venture with these entire stores by delivering their Phones with our product. This sure does bring us a lot of benefits like it increasing our profit margin by 3 times.

As in 1 year opening up our business, biggest Expo technology convention will be held in United States and at the stage, millions of product brands will be highlighted, skyrocketing their markets, and estimated of 2 million people will be crowding the Expo. Well known and established corporations like Apple and Microsoft will be revealing their killing machine, which could be the next Apple operating system or the Windows 8. Smart phones will also be displayed by Nokia, Sony Ericsson, Motorola Droid, Samsung as competition rise at with rapid rate. As the need for 3D devices captured the attention of billions around the world, today's TV maker are racing against themselves in making the latest and most sophisticated 3D full LED television.

Introducing the world first full wireless charging system called "Witricity". Witricity is using the latest concept in electrical technology where it is possible to transmit electricity from a source to a receiver without any cables or wires. This concept was devised in 2004 by a group of researchers from MIT where it is possible to provide electricity to a gadget without any batteries or wires.

Witricity works based on two coiled resonant objects which resonate at the same frequency while exchanging energy efficiently. One of these objects will be the wireless charger. Witricity can be compared with acoustic resonances where once a sufficiently loud single note is sung in a room filled with glasses, the glass having the corresponding frequency accumulates sufficient energy to break.

Using the same principles of resonance Witricity s, uses magnetically coupled resonators where one of them, the sending unit is the wireless charger. This charger tends to fill its surrounding space with non-radioactive magnetic field that oscillates at specific MHz frequencies. This field then transmits power to the receiving unit which is designed to resonate with the magnetic field. It is the strong resonant nature of the wireless charger that ensures that there is interaction only between the charger and receiving unit and no interaction with the rest of the environment.

Moreover wireless chargers are not hampered in providing energy even if there are environmental objects that obstruct the line of sight between the two coils. With a wireless charger in a room, it can charge laptops and mobiles with there being no necessity of any plugging in or using batteries.