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UNIVERSITI
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MARA

LiBolt Trading

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1.0 EXECUTIVE SUMMARY

LiBolt Trading is a business that sells electrical appliances and is located in Kota Bharu, Kelantan. It was established on June 28, 2018. This business is one of the electrical appliance businesses in Kelantan that sells many technology-enhanced products and their signature product is a portable power supply named PortaPS. PortaPS is a product designed by the business owner himself and currently being manufactured by a chosen manufacturer of the business.

LiBolt Trading is a sole proprietorship business owned by Mr. Mohamad Iqram as the General Manager. For its top management, there are Mr. MohdPawiro as Sales and Marketing Manager, Mr. Iqbal Ali as Financial Manager and Mr. Mohammad Muaz as Administrative Manager.

LiBolt Trading is currently selling the products directly to the customer. Having their store is helping them to physically reach the customers with their products. They are also having an official website page which is www.liboltflash.com.my. This official website is to keep up with the current shopping trend of world users which is online purchasing.

LiBolt is selling PortaPS with a target market of university students and working adults. These two categories are the most common people who are using laptops and gadgets while being outside. To be able to carry around a portable power supply may help to ease their mind in finding for electrical source to charge their laptop.

The competitive advantages of PortaPS is its portable size and the pin outlet availability compared to other companies whose power supply is big in size and there are certain power supplies that only come with 3-pin outlets. This concept can help to increase company profitability in which we might be able to achieve big sales per year. The business is expecting sales of RM 1,309,875 for the first year in the market and is expecting an increase in sales every year. This can be achieved with this new era technology portable power supply, PortaPS.

2.0 PRODUCT/SERVICE DESCRIPTION

LiBolt Trading is a business that sells many technology-enhanced products. Their significant product that is being produced massively is the portable power supply. I believe that power supply is not a new technology in Malaysia. The main function of this power supply is to supply electricity for the purpose of charging laptops or to use it for low-watt consumed appliances such as hair dryers.

The concept of PortaPS is actually an emergency energy pack in terms of tolerable size and maximum efficiency the same as a power bank. Most of current market power supplies seem to be quite inconvenient to be carried around due to its big size. This can be quite attentive for someone to bring it into a coffee shop or library.

The special feature in PortaPS as a new generation power supply is it uses lithium-ion battery pack technology of 30,000mAh with fast charging input and output. We are also equipping PortaPS with technology where it can be useful anytime and anywhere to the customer which are 2-pin and 3-pin outlets. Bringing a laptop somewhere, they will not have to worry about the power source to charge the laptop battery anymore with PortaPS.

Considering that this lithium-ion battery can be quite exposed to the possibility of explosion if it were happen to be left in the car on hot sunny day, we are developing a special mobile-app that will connect the user with PortaPS. This mobile application will require the user to install it for pairing activation via bluetooth. Working along with the temperature sensor, any massive change in temperature detected by the sensor will alert the customer through the apps. This can help to initiate precautionary action to prevent the explosion from taking place.

The process of producing this portable power supply will start with consultation with the electrical and software engineer for the circuit wiring and mobile-apps development, respectively. This is because the main important aspects in producing this power supply are the ability in

supplying electricity and safety enhancement from explosion. After the final decision is made, the process will be continued into manufacturing and assembling by the chosen manufacturer. Lastly, the product will go for some safety checking and will be packed to be sold.

Intellectual property is the way one wants to protect their new product or special features. For the PortaPS, the company will patent the feature of mobile-app pairing technology and the brand name PortaPS as the property of LiBolt Trading. This action of patenting is to prevent copyright and to maintain a good market value and manufacturing quality of products to the customers. There might be a malfunction fake product with the same name that is claimed to be under LiBolt Trading. This might tarnish our company's reputation if it is not patented.