



اَبْنُو سَيِّدِي تَيْكُونُو لَوِي كِي مَبَارَا
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1. EXECUTIVE SUMMARY

UstheDuo Sdn. Bhd. is a technology based company which located in Shah Alam. It was founded by a group of friend with various type of educational background and work field. UstheDuo Sdn. Bhd. was lead by Siti Marliana Binti Roslan as the Chief Excecutive Officer and helped by four other directors. This company offers a product innovation as their main production activities. The company innovates an existing product into an innovative product that could solve customer's needs. For the first product of UstheDuo Sdn. Bhd. they produce DuoLight.

DuoLight is an innovation from an existing torch light. An additional features has been added to increase its product value and function. A common torch light solved the problem of having difficulty to see in the dark. However, there was another problem arises which somehow the user could trip or fall into a hole or step onto dangerous object. Hence, UstheDuo Sdn Bhd. took this opportunity to create DuoLight in order to solve the problem. DuoLight that comes with two bulbs that pointed towards front and bottom view can project lights for clearer view for the user. Thus, the problem are solved. The potential user of DuoLight are hikers and backpackers since they always faced this kind of situation. In addition, we also targeting household and personal user as our target market.