



اَبُو سَيِّدِي تَيْكُونُو لِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

MINI FAN WITH TEMPERATURE SENSOR (T-FAN)

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Program : BACHELOR OF SCIENCE (HONS.) CHEMISTRY
Program Code : AS202
Course : TECHNOLOGY ENTREPRENEURSHIP
Course Code : ENT 600
Semester : 6
Group Name : AS2026A1

Submitted to
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Submission Date

20/7/2020

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1.0 EXECUTIVE SUMMARY

1.1 Background of Company

T-Fan company is an electrical fan company with new updated or upgraded technologies of fan itself. It is well-known as a direct seller of the fan with the latest technologies across the state. New updated fan technology was fan upgraded with the temperature sensor have been T-Fan company mainstay. T-Fan company was founded in January 2020, to sell fan products. T-Fan has plants that manufacture its products located in Perak. Location of the company is located on the outskirts of Ipoh, Perak which is near the manufacturing factory and raw materials suppliers of product.

T-Fan company is encompassing a range of premium innovative products that marketed through an independent direct-selling force. These include innovative technologies that implement in our product. Today, T-Fan Company continues to break new grounds as an attractive and rewarding business opportunity. It strives to make a difference in the communities in which it operates, by offering them the opportunity to create friendlier environment products for where everyone can participate.

All T-Fan Company products are designed to inspire and make people fall in love with them and engage with their simplicity to handle. All materials and electrical equipment used comply with international standards of safety and have passed IEC 60335 which is standard for electrical safety testing, especially for domestic appliances. T-Fan brands is safe for everyday use, to ensure the ongoing safety and functioning of the electrical systems in place on your property, it's important to have inspection and testing performed on a regular basis. Buy and use with confidence is assured as T-Fan products are durable and come with a lifetime guarantee that their quality is safe,

functional, innovative and eco-friendly which can be used everywhere from office, stadiums, malls, cinemas and home.

1.2 Objective and Purpose of the Company.

Our company objectives and purposes are what we focus on to help us achieve our mission and vision. We align our company objectives with our manufacturers strategic growth initiatives and communicate them through mutually agreed upon strategy plans. Strategy plans are developed at the beginning of the year and are tracked through our customer relationship management (CRM) systems. Our strategy plans are flexible and can be adjusted throughout the years based on changing markets and priorities.

T-fan Company very focus on our objective to continuous improvement of speed and quality of orders, quotes and cases. Execute our sales process to increase our success rate, speed and sustainability of a shelf stock conversion. Execute our sales process to increase wins of quote opportunities. Educate our value propositions (productivity solutions) to secure project and discretionary business with electrical installers. Integrate our manufacturers' growth initiatives into our marketing platform. Building a deeper connection with Inside Sales associates within our sales channels. Train and educate channel and end customer partners on the value propositions of the brands we represent.

1.3 Logo and Motto



Food Care company logo presented a four fan blades which deliver specific meanings. The four fan blades indicate that we at T-Fan Company always work on multipurpose function and not only focus at one specific function and also the four importance part in our company, which is hiring people who fit our culture, having employees know the values and the mission of the company, knowing that good decisions can come from anywhere and realizing you're a team and not a bunch of individuals. T-fan believe that by performing multifunction, it does help a lot in savings which are the key area of our company. Next the white color of the background brings the meaning of simplicity where we deliver something simple and easy but, in some ways, it really helps to ease the consumer. Besides, the green words indicating our company that always committed in producing environment friendly products for our consumer and contributes to help the nature.

Our motto is We'd be delighted to give you a hand with everything electric appliance!