



اَوْنِيُوْزِ سِيْنِيْتِي تِي كُونُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
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RINGERZ

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Name: Nurul Asnida binti Mohd Habibullah

Student ID: 2019602514

Group: AS2012B2

Submitted to:

Madam Nur Syahira Abd Latif

TABLE OF CONTENTS

1.0 EXECUTIVE SUMMARY.....1
2.0 PRODUCT OR SERVICE DESCRIPTION.....2
3.0 TECHNOLOGY DESCRIPTION.....8
4.0 MARKET RESEARCH AND ANALYSIS.....9
5.0 MANAGEMENT TEAM.....17

1.0 EXECUTIVE SUMMARY

Nowadays, people are concerning about any missing key or important items and it which wastes a lot of time and can interrupt your day. Our Ringerz will provide a keychain that has features like ringer to track any missing key or important items to ensure it's found quickly. We can save a lot of time and feel less stressful especially to working people or those with memory problems associated with Alzheimer's disease or problems paying attention typical of attention deficit hyperactivity disorder (ADHD). The simple and classy design, thin, and lightweight and discreet colours of Ringerz make it very suitable to match with anything such as car key, house key, remote control, luggage, and even the wallet. It operates up to 160 feet, and the battery lasts 18 months. No setup or programming is required, and the company provides a 1 year warranty. The main reason that makes this keychain so functional is this keychain will help people by make loud noises every time they hit the control button. They can do it continuously until they find the lost item, which makes the entire searching process super easy. The keychain also features a powerful LED light for more visibility in the dark, and a sturdy outer shell that ensures a long lifespan. There will have a variety of designs according to customers demand. We will introduce this new technology to public, in order to reduce some stressful feeling and waste a a lot of time searching for the missing key. This keychain made of polycarbonate plastic which make it more durable. This keychain will be controlled by using the app. The app will triggered an alarm if the Ringerz is on for 2 days without connected to the device. This is to provide anti theft system to the Ringerz. This Ringerz has functions and advantages not found in today's common ringing keychain, thus providing a competitive advantage over more established competitors. The price is reasonable and there is no physical energy used. Our company target for production in first year we will target RM169,920,000. The management team in our company consist of several sections and is conducted by experienced employee to make sure our company is run efficiently.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 DETAILS OF THE PRODUCT

The product to be created is Ringerz which is a keychain ringing. A keychain that has features like ringer to track any missing key or important items to ensure it's found quickly. This product can track anything big or small, even essential items that can't be found even if it's in your house such as house key, car key, and more. It is loud, amazingly durable, up to 160 feet in service, and the battery lasts up to 18 months. This Ringerz made from polycarbonate plastic. It is same material used in bullet-proof windows ultra reliable. It also comes with gold plated circuit board which is resistant to corrosion low battery warning. Ringerz beeps and flashes when the batteries go low bright blinking light like your smoke detector making it easy to find them in the dark.

Using an application available on the Ringerz website, Ringerz can call each Ringerz from your computer, smart phone or tablet. All Ringerz multiples can be named simultaneously or individually. The available user has the option to adjust the frequency, response length, and other attributes by up to 2000 user programmable codes. It's easy to use to make it interesting for all ages. Making an excellent gift which will be much appreciated. As we know nowadays people are concerning about any missing key or important items and it which wastes a lot of time and can cause stressful feeling. No other tool for locating lost items can beat the Ringerz. This key finder keychain never gets in your way, because it is super slim and less than one inch long. It is so thin, it can slip it into wallet or handbag without it taking up valuable space.

2.2 THE PRIMARY END USE AND SECONDARY APPLICATION OF THE PRODUCT

The primary use is to locate any missing key or important items to ensure it's found faster. The user can download application to pair Ringerz from Google Play or App Store. The Ringerz can tell you about their place easily over the phone app. By simple security, Ringerz uses Bluetooth technology to make pairing between the app and the ringing keychain easier. User can manually set the name of the Ringerz according to their preferences in their application. This application can connect more than one Ringerz that can be use to locate the lost items. Ringerz will make sure that they can locate our missing things without taking too much time to search.

In addition, it can be used as accessories for secondary application to make your keys look not too plain and make them more stylish. Ringerz ensure the users are ready good to go with some kind of key or something to match with.

2.3 UNIQUE FEATURES, SIGNIFICANT VALUE, DIFFERENCES AND OFFER

This Ringerz is equipped with some apps such as it is built with such great design. That is very light, thin and small in size. Besides, it is suitable to match with any items or keys. This product comes complete with factory installed lithium batteries that guarantees extended battery life that lasts up to 18 months, key chain links.

Using the app this product use Bluetooth technology to connect the Ringerz to our phone. Custom letter may also be made according to customer preference. Such features make this product different from other conventional keychain brands. Each Ringerz also comes with various designs.