



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **BMC REPORT**

### **AMPLE POWER COMPANY**

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## **INTRODUCTION**

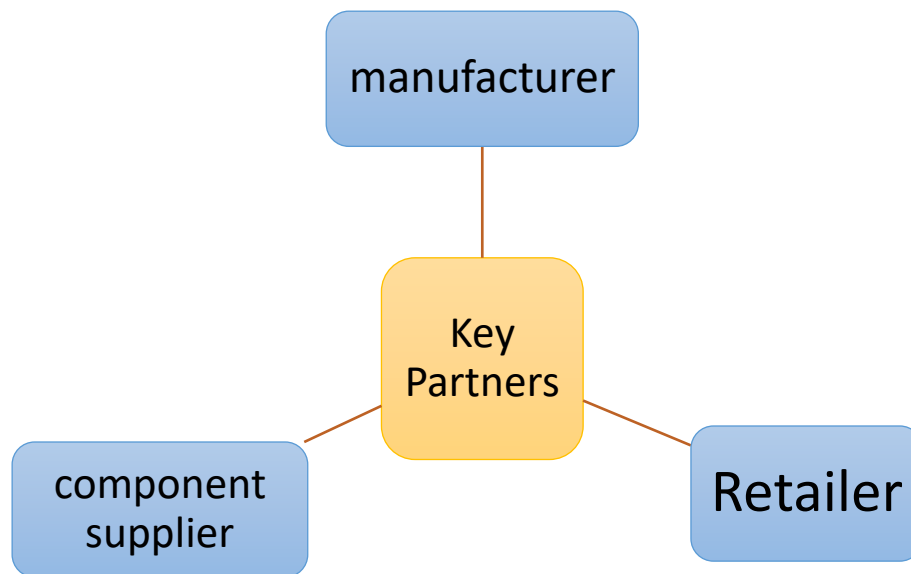
Ample Power Company was established on 2018. Our company produce food bowls that can handle smartphones. We create such product because nowadays people love to eat and using their phones at the same time. Some people always on their phones because of work.

Therefore, we decided to invent a new product development called SMART Bowl. SMART Bowl is not just a food bowl that can handle smartphones, but it also has charging pod. We provide two types of charging pod which is wireless charging and also usb charging because there are some phones that do not support wireless charging. That is why we called the food bowl as 'SMART Bowl' because of the ability to hold and charge smartphones.

Ample Power Company has a unique features on its product. The first thing is their unique colour of their product. SMART Bowl came out with a colour that does not exist in the market such as red, blue and purple colour. The colour we made it shiny finish. We wanted to make our product different and become a trend in youth society. On the other hand, our customer can request what type of charging module they want because certain phones do not support wireless charging. We provide usb for Android users and also iOS users. We provide 3 months warranty on every purchase. If there is any problem with the food bowl, they can send to us and we can change them a new bowl.

Lastly, we can fulfil consumer's concern in using a portable fan in the survey question. By creating a new product development, we managed to fulfil their needs which they wanted a product that can hold their phones while they are eating. So in Ampule Power Company, consumer's concern is matter to us.

## KEY PARTNER

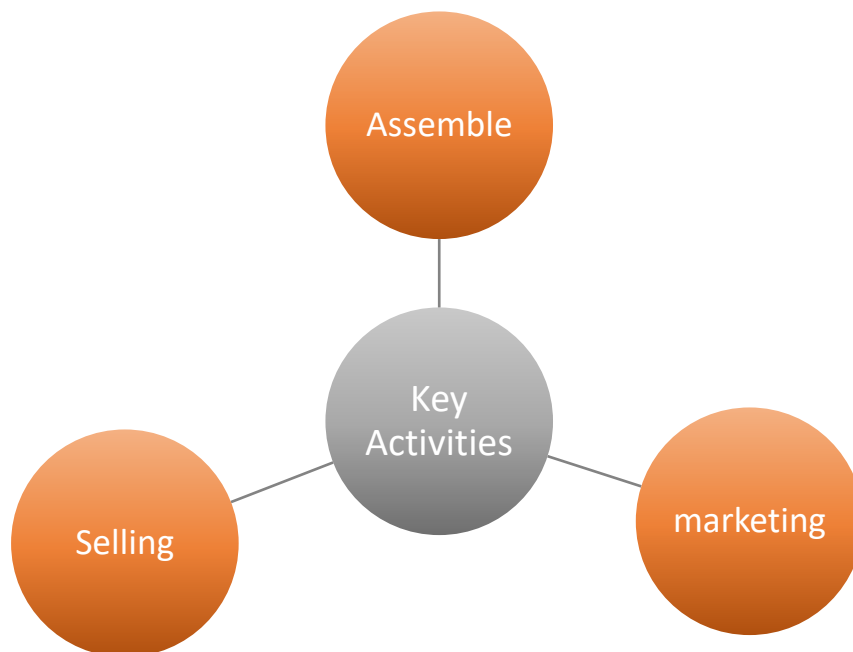


For key partner, our partner for Ample Power Company is of course our manufacturer where all of our product was manufacture at our factory in Shah Alam. Our product was manufacture and assemble in Shah Alam. Meanwhile, for our components in a SMART Bowl, we purchased it from our component supplier. So everything in the food bowl body, we got it from our own supplier especially the electronic appliances and the material for making the bowl. After we got all the components for our product, we hand it to our factory to be assemble and manufacture and from there we send it our product to our own shop and other retail shop. So our next key partner is retailer. Besides our own shop, retailer also played an important role in selling our product. It is one of our ways to gain a profit which is by placing our product in a retail shop all over place especially in Kuala Lumpur, Selangor and through out Malaysia.

## KEY ACTIVITIES

In this section, we are going to discuss about our company's key activities. This key activities can be defined as the strategic activities that are being done by a company in order to deliver the value offered in their products.

The diagram shown below is the key activities related to our new product development;



Ample Power Company has their own management department that will manage all the product's activities which including from the making of the product itself until the product is being sold. Therefore, our key activities for SMART Bowl is we assemble the detail of the product at our factory. Then we sell our product at our own retail. We will also distribute our product at different retail such as in mall, kiosk and many more. Besides, we also place our product at convenient store. This has been decided after consider consumer's concern on the survey. Next is marketing. We do a marketing for our product to attract more buyers. We