



اُنْدِيْفِ مَرْسِيْتِي تَبْكِيْنُو لَوْ كُنِي فَا مَرِيْرِي  
UNIVERSITI  
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MARA

# **EASY SDN BHD: SPACE-SAVING PLASTIC BAG STORAGE BOX**

## **PREPARED BY:**

STUDENT NAME : NURUL ANIES SURAYA BINTI YOUNG ROCKIE  
STUDENT NUMBER : 2017282628  
FACULTY : FACULTY OF MATHEMATICAL SCIENCES AND COMPUTER  
PROGRAMME : BACHELOR OF SCIENCE (HONS.) STATISTICS  
SEMESTER : 6

## **PREPARED FOR:**

MADAM AZZAH BINTI AMRAN

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## CHAPTER ONE: EXECUTIVE SUMMARY

### 1.1 Company Background

Easy SDN BHD is owned by four partners. It is a private company which had started the business recently in a small scale. It operates in Terengganu and has been exposed to the public on January in 2020.

The purpose of this company is to devote our talent and technology in creating major growth in the market with its new innovative products and superior design. As a company, strong market position is targeted and expected to develop well in the industries despite having strong competitors on the line.

The company also aim to push the boundaries of products, experiences and services in order to design products that can help make life easier. The company counts heavily on the standards of quality and it is our goal to be known as the company with high quality products to the community.

#### 1.1.1 Product Concept

Easy offers a new product called SPACE-SAVING PLASTIC BAG STORAGE BOX. It is a storage box that comes with a compressor hence, can save more spaces to store plastic bags. The product is very simple, user-friendly and also convenient to use. Moreover, it is a high quality storage box that is affordable. This product has an innovative, contoured design which allows easy and convenient storing process. It is indeed a great addition to the home appliances.

#### 1.1.2 Target Market

Our customers are households that require our storage box for their convenience.

#### 1.1.3 Competitive Advantages

It is not denied that this kind of product is widely available in the market. Our company is not the first company to introduce the market and unfortunately some of the existed product have similar functions to our new product such that the design has practical bag taking features. However, Easy SDN BHD has up the game and offers new improved

product which has special functions which no other company has in the mean time. Some of the functions are as follows:

- The product is a space saving product as it comes along with a metal compressor to compress the plastic bag
- The product is very stable thus can either be placed on the wall or the floor
- Completely safe for normal use
- Can store abundance of plastic bags in one storage box

#### **1.1.4 Profitability**

The home appliances business has been a popular business over the last decades. A research published by R. Hirschmann stated that in 2019, there were about 8 million households in Malaysia compared to 7.6 million in 2016. It is proven that the number of households will keep growing based on the statistic and there will always be demand of home appliance over time. Our research has shown that 47 out of 51 consumers polled had a plastic bag storage box in their houses.

Easy SDN BHD will plan on targeting retail sales in the first year of its operations with RM 331,632 in the target market and achieve more in the second year which is sales of RM 414,540 and RM580,356 for third year.

Over years, the company aims to achieve more profit as it has gained more experience in the long run to improve its performance and operate efficiently.