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TABLE OF CONTENTS

EXECUTIVE SUMMARY	5
1.1 Company Background and Product Concept.....	5
PRODUCT DESCRIPTION	7
2.1 Product Detail.....	7
2.2 Product Application.....	7
2.3 Product Features	8
2.4 Company Development.....	9
2.4.1 Product Specifications	9
2.4.2 Material Planning	10
2.4.3 The Functional Specifications of the Products	10
2.5 The Patents Features of the Product	11
2.6 Market Expansion.....	11
TECHNOLOGY DESCRIPTION.....	12
3.1 Technology Involve	12
3.2 Specialized Knowledge, Experience and Skills	12
3.3 Regulation that Govern Use of Technology	12
3.4 Future Technology Trend.....	13
3.5 Process of Making Product.....	13
MARKET ANALYSIS AND STRATEGIES	15
4.1 Customers	15
4.2 Market Size and Trends	16
4.3 Competition and Competitive Edges	16
4.3.1 Comparison between Competitors and Our Product	17
4.4 Estimated Market Share and Sales.....	18

4.5	Marketing Strategy	20
4.5.1	Overall Marketing Strategy	20
4.5.2	Prices	21
4.5.3	Sales Tactic	21
4.5.4	Services and Warranty Policy	21
4.5.5	Advertising and Promotion	22
MANAGEMENT TEAM		23
5.1	Organization Chart	24
5.2	Key management personnel	24
5.3	Schedule of Task and Responsibilities	24
5.4	Management Compensation and Ownership	25
5.4.1	The Salary, Share of Ownership and the Amount of Equity Investment	25
5.5	Schedule of Remuneration	25
5.6	Supporting Professional Advisors and Services	25
FINANCIAL PLAN		25
6.1	Start-Up Cost	25
6.1.1	Administrative Cost	25
6.1.2	Marketing Cost	25
6.1.3	Operation Cost	25
6.2	Working Capital	26
6.3	Start-Up Capital	26
6.4	Cash Flow Statement	26
6.5	Income Statement	26
6.6	Balance Sheet	26
PROJECT MILESTONE		27

CONCLUSION 28

APPENDICES 29

EXECUTIVE SUMMARY

1.1 Company Background and Product Concept

JJ Sdn. Bhd. was established in 2020 is proudly presenting the latest innovation technology invention which is Smart Drainage Filter. The innovation is mainly about advance modified version of existing drainage grates which is made from steel and also concrete. Those two products was usually used in this country especially in the construction industry or even real estate developer. Knowing this, it is found that the drainage grates is one of the products that can be easily commercialize in this country, Malaysia.

This product is unique, compatible, convenient and simpler to use since it have the feature that no any other previous product had before. It can filter out waste not only the big one but also the small wastage like cigarette butt. The function of this product are more efficient and faster to clean the waste that already filter out from clogging the drain and can avoid from flood happened. Another feature that not on any previous product is the design or the shape is look like a drain but its function is to let the water or rain flow easily to the drain and trap the waste on top of the Smart Drainage Filter.

For the pricing, the material cost to produce Smart Drainage Filter is RM134.67. The pricing that we include in the market is RM150.00 including the price of the worker's overhead cost, and other expenses to produce the product. However, to maximize the clients, the company carefully choose the lowest price that meet client's budget and the finest quality of our materials from the supplier that kept the quality of the product the exact same with the original one.

Our product market size will be the clients that consist in the construction industry or company such as city council, local authorities and even the real estate developer and also the locals in Malaysia. By introducing Smart Drainage Filter, it is surely can compete with the other previous product that already exist. Moreover, the existing team management will strive for the success with their idea and marketing strategies like advertising and promotion, joining the exhibition and online marketing. The management of JJ Sdn. Bhd. has 5 board of director members, each of them are divided on their department and have their very own role in order of making our product success in every way.