



اَوْبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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LAPTOP STAND: FACE TRACKING

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1. EXECUTIVE SUMMARY

1.1. Brief Description of the Business and Product Concepts

This company is a company that focus on the production of face tracking laptop stand. The goal of the company is to reduce stress and pain caused by using laptop in a very long time. This company is scheduled to start its operation on September 2020.

The first product that will be launched by this company is Face Tracking Laptop stand that equipped with several technology. The company is dedicated to customer satisfaction and high product quality by using advanced technologies to ensure the product 's longevity and to create a user-friendly and detailed laptop stand. The company's mission is to prevent backpain for laptop user when they are using the laptop in a very long time. Therefore, this product helps the user to use the laptop without to be in a same position. The user can free to move without having to stress about the position of the laptop. Besides that, this laptop stand is equipped with power bank designed for laptop. This can prevent stress of the user when their laptop ran out of batteries.

1.2. The Target Market and Projections

I have targetted the product mainly for gamers and programmers since they are using the laptop for a long time of period. Also, for those who enjoy using their laptop to do their errand as their daily things to do since the product could lead to an optimization of user management. The target markets are also expanded to office worker since it is a COVID-19 season which many of the workers must work from home. This product is very convenient to the workers to work from their home with this product is around.

I assume that this product will achieve what I have been plan which is about 20% of the market share in the industry as I expected to release the product to the market on September 2020. I expected an increasing of 5% for the total production of the laptop stand for each year starting from year 2021.

1.3. The competitive Advantages

The competitive of our business comes from the company that produce the umbrella that use a simple mechanism such as Tote and REPEL. Our product has advantaged that others does not, which was the umbrella that we produce a product that is a high-end product using technology enhancement build in it. Therefore, the competitive percentage is almost zero and it gives a high advantage to our product, business and market.

1.4. The Profitability

Profitability is ability of a company to use its resources to generate revenues in excess of its expenses. In other words, is a company's capability of generating profits from its operation. This company LapStand Sdn. Bhd. revenues gains from selling of the product which is face tracking laptop stand.

1.5. The management Team

This company work with five manager which is general manager, administration manager, marketing manager, operational manager and financial manager. All the manager will work together to make sure this company will run smoothly and fulfill the company goals.

2. PRODUCT DESCRIPTION

2.1. Product Description

This product is about a face tracking laptop stand. The product helps customer to use laptop for a long time without having to think about backpain. The product being produced to provide optimum quality of work when the customer is always using laptop.

Face Tracking Laptop Stand have been designed by following the head of technology product. The main purpose by following the technology product is to help the product for better adapted to the market as nowadays many manufacturer produce product according to current technology use that change as the season change and also valuable or reliable for the customer to buy the product. This concept is helping to meet customers' demand for customized product and is it possible in term of cost, investments, quality, and the product performance.

2.2. Application of the product

The primary end use of face tracking laptop stand is the laptop stand were meant to give elevation to make the laptop is at the same level with the user and also give ventilation to the laptop.

The significant secondary application of the face tracking laptop stand is the laptop stand can rotate according to the movement of the user. The face tracking camera will detect the user's face. This is quite useful for the users whose are constantly sit in front of their laptop. This will make the user more convenience when using laptop. on top of that, this laptop stand has a built-in power bank which is specifically for laptop use.