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1.0 Executive Summary

The EcoBin is a mini automatic separator machine for household which offer a better way to separate between the recyclable and non-recyclable items. This product focuses on using the infrared technology together with the coding programmed written by the programmer.

The targeted customer for this product is the housewives and also those who concern about the rule and regulation set by the SWM Environment Sdn Bhd. The rule is the waste product must be separated from home before the concession company collect the waste product from houses.

There are some competitive advantages which are smart trash bin that separate the waste product using the AI, trash bin that is equipped with motion sensor lid and trash bin that features advanced infrared technology. These advantages from the competitors have made our company to be aware and ready to face the risk. Based on their advantages and disadvantages, we can improve our product to be more reliable and acceptable by the customers.

Our company gain the profit from the sales after calculating the total of production cost, advertisement cost, employee salaries and the utility bills.

Our company's management team consist of the general manager, production manager, marketing and sales manager, finance manager, quality control manager and human resources manager.

2.0 Product / Service Description

2.1 Product Details

EcoBin is a compact automatic separator machine which made by stainless steel.

Net weight: ± 20 kg.

Product dimension: 1 m x 0.5 m x 0.5 m.

Capacity: Hold up to maximum 15 kg of waste product.

Colours available: Brown, Dark Grey and Black

Lifetime: 8 years

2.2 Application

Main function of the EcoBin is to separate the waste into two categories which are the recyclable and non-recyclable items. This trash bin starts to operate once the on/off button is switched on. The lid will automatically open after it detects a light density change above the lid. So, the user then can put their waste product into the trash bin. By using the camera and the memory card installed, the trash bin will recognised the type of waste product and decide its category. The category of the waste product will be displayed on the screen. Hence, users will have to put the waste product in the correct sub-bin in the trash bin. If the trash bin has reached the maximum capacity, which is around 15 kg, the screen will display an alarming signal to remove the waste product from the trash bin. After that, the trash bin can be used like usual.

2.3 Features

One of the unique features of EcoBin is it is not just an automated separator trash bin, but it is also has the ability to open the lid without contact. This is because EcoBin is equipped with light sensor. This sensor technology helps the trash bin to open its lid whenever there is change in light density above the sensor. The lid will open up to 5 seconds and close if there is no motion detected around the EcoBin. This special feature has made EcoBin more hygienic and user friendly compared to other manual trash bin in the market.

Another feature of EcoBin is this trash bin is made up of high quality of material which is the duplex stainless steel. The duplex stainless steel was chosen to build the body for the EcoBin is due to its capabilities to overcome corrosion for a long period. Generally, we know that liquid secreted by the waste product are mostly acidic and can cause the trash bin become rusty faster than the H₂O water. Other than that, this type of stainless steel is cheaper but stronger than other stainless steel. With the speciality of the body, EcoBin can

be placed anywhere around the house, inside or outside without worrying it might be corroded by the rain.

EcoBin is created to be portable, so that it will be more users friendly. There are four small wheels attached to the bottom of the trash bin to make it easier to move anywhere. The wheels also can be locked to prevent it move without intention and out of control. The wheels can hold up to 50 kg of weight and allows the trash bin to move freely even it is fully occupied with the waste product.

A smart screen also has been installed to the EcoBin to help users using this machine easily. The screen will display the steps to use the trash bin and also the type of the waste product once the EcoBin has recognised its category.