



اُنِيُوَرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
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TEKNOLOGI MARA
MALAYSIA

TECHNOLOGY BLUEPRINT:

OUTDOOR CLOTHES HANGER WITH SENSOR

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1.0 EXECUTIVE SUMMARY

1.1. Company Background

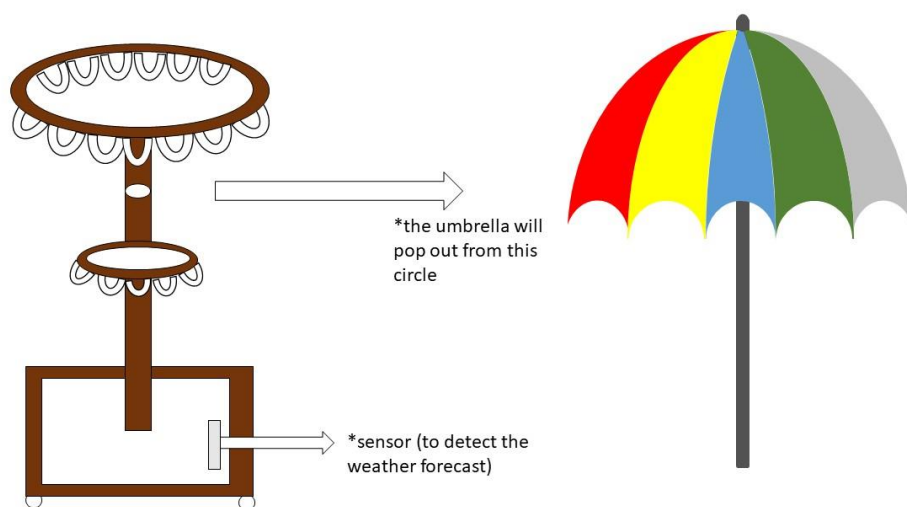
ARMY SDN. BHD. is a new company that start up their business on 13th June 2020 in Shah Alam area. The form of business is partnership. The office will be at Emira Retail, Section 13, Shah Alam near to AEON Section 13, Shah Alam. Therefore, the office will be the place to handle all the marketing and cost production to build the product. Besides, the place that the product will be sold is in Tesco Extra Ampang.

The main product that will be sold by our company is drying rack outside clothes hanger. As you know, there are many different types of drying rack clothes hanger that have been produced in this era, but our product is new and unique that not exist in this era yet. Our company vision is to be known to the world as a unique product. In addition, our vision is to satisfy the customer by produced a good quality.

1.2. Product Concept

The new product that will be produce by ARMY company is outdoor clothes hanger with sensor. This is the new combination of drying rack clothes hanger and also umbrella. The product is very useful and easy to use. In addition, our product is affordable to everyone who wants to buy it. The design is quite simple and unique but it has a good feature.

OUTDOOR CLOTHES HANGER WITH SENSOR



1.3. Target Market

Our main target market or customers are students, housewives or people who are drying their clothes outside by using drying rack clothes hanger.

1.4. Competitive Advantages

ARMY SDN. BHD. is the first company that creates this product with the function in it. But there are many companies that creates the similar product compare to our product. For example, Courts Malaysia Sdn. Bhd., IKEA and HMD Prima Sdn. Bhd. Their advantages are already known by others, located at strategic location and their products has already logo and good quality.

1.5. Profitability

Our company sells the product with good quality and the price is affordable to everyone who wants to purchase it. We will use different approach to sell the product such as sell by using online and selected store throughout Malaysia and hope the product will gain more profit. We trust that ARMY SDN. BHD. will gain the profitability around one year.