



اَبُو سَيِّدِي تِكْنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT
AA ENTERPRISE**

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Submitted to

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IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

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2. EXECUTIVE SUMMARY

2.1 Company Background

2.1.1 Brief Description of the Business and Product Concepts

AA Enterprise starts its operation in Kuala Terengganu which has been opened up to public on 26 June 2020. It is a partnership company and focusing on selling the technology based product which is electric toothbrush and its other functional. The company is owned and managed by its four partners and expects to catch interest of regular customer with its new innovation products. AA Enterprise main product is Toothfairy toothbrush with an innovation of automatic toothpaste refill. This toothbrush is very convenient and practical since it can bring anywhere. The user can charge the toothbrush using USB cable which compatible with global voltage and universal USB port, so they do not have problem to bring toothbrush when travel. The product has a unique and quality design with an affordable price. The company aims to offer its new product at a competitive price to meet demand of middle to higher income local market area.

2.1.2 Company Profile

Name of the Company	: AA ENTERPRISE
Shop Address	: Lot 4968, Jalan Sultan Mahmud, 20400, Kuala Terengganu, Terengganu
Website	: www.AAToothfairy.com
Telephone Number	: 09-6438212
Fax Number	: 09-6148212
Form of Business	: Partnership
Main Activity	: Design new innovation and technology of dental care
Date of Commencement	: 26 th June 2020
Date of Business Registration:	11th June 2019
Name of Bank	: CIMB Bank
Bank Account Number	: 1154897323696922