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**NAME : FARRA DILLAH BT MOHD HATTA (2017282674)**

**LECTURE : MADAM ZAIDATULHUSNA BINTI MOHD ISNANI**

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## **1. EXECUTIVE SUMMARY**

Tritech Company is the first mover company to introduce the accident detection system for motorcycle helmets. This helmet consists of some useful features such as detection of location of the helmet, can detect any impact on the helmet and can send the information of the accident to the respective person in charge. This whole system which consists of notification and accident detection is being integrated under the Internet of Things (IoT) which allows the next of kin to receive notifications of the user's current accident activity. For this product, the smart motorcycle helmet is fully expected to be fully operational with the user manual for the user.

The creation of this helmet is purposely to improve rider safety by providing various features that can enhance the function of the safety instrument of a motorcycle helmet and customer's satisfaction towards quality and services is the main concern in producing this helmet. Therefore, Tritech Helmet Company consists of five business partners under one supervision of Mr. David Chan who is also the founder of this Company and is assisted by several important department such as financial, operations, marketing and information technology.

The customer segmentation and marketing strategies for this Tritech helmet are targeted to be launched in the Southern region of Malaysia which is Johor to be specifically. Johor was selected based on the highest number of population as well as the number of registered motorcycles in the country. However, the size of the country square, populous and the development of its countries are also taken into account. Therefore, Tritech Company is targeting male users from the middle and upper class in Johor who are mainly motorcyclists and have been involved in road accidents as the major purchaser of this product since this product can be categorized as slightly expensive compared to helmets on the market.

The demand for Tritech helmets has increased every year. It is estimated that Tritech Company will benefit from its first year of product introduction of RM 508,300 and will increase to RM 1,016,600 by its third year of involvement. It may be due to the special design of Tritech helmets, where the latest technology is used. In addition, it is projected that Tritech Helmet will increase year on year with the introduction and extension of this helmet to other regions. Tritech helmets will begin taking this product to retailers located in two southern states, Malacca and Negeri Sembilan. Thus, this has been seen as beneficial for the company's revenue and profitability.