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1.0 EXECUTIVE SUMMARY

Basaru technology enterprise focus on hardware product. each house will have dustbin even though use to throw food waste product or others. That why the company inspired to form HT Bin with biometric technology on lid. A user that will use this product is family-middle income, family-high income, and home gardener. Competitive is very good for each company to expend their company, so special feature is implemented in this product like material of the bin from stainless steel, the convenience drawer, basement has tyre and cylinder look of HT Bin. The estimated profit gain in the future is RM 2443.19. There is 5 top management involve in this company likes chief executive officer, administrative manager, financial manager, marketing manager, and operation manager.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Product Details

HT Bin is a dustbin that contains fingerprint recognition on its lid. The purpose of this product is to help the users to open their lid of dustbin for the process of forming food waste into organic fertilizer that can be used for plants. If this product is produced, it will reduce the amount of food waste in the world. So, there is no smell pollution and landslide problems in the future.

2.2 Applications of The Product

The idea to introduce HT Bin is an attempt to provide the product that is appropriate to the customers. The main problem of the people not taking to decompose dustbin is because they give food waste to the street cat or dogs since there is no other way to settle the issues. Some of the people are too lazy to open their dustbin manually, so they just throw the food waste together into a big dustbin without any worries.

Since the problem was identified, the company decides to begin new product development by improving the existing product with some technology. The company decides to propose the fingerprint recognition dustbin to the customers.

This new product development is different from other decompose dustbins because this product can be opened by using biometrics technology which is fingerprint recognition when the user wants to throw the food waste. After the fertilizer is formed, it will be placed in a drawer. This fertilizer is very useful to the customer who is interested in planting and it will reduce the cost to buy the fertilizer.

As a citizen, we cannot simply expect the agencies to resolve the food waste issue in Malaysia. So, this technology was introduced in the HT Bin in order to educate the people about the surplus of food waste and help the agencies.

2.3 Unique Features of The Product

Unique feature	Explanation
Material of the bin (stainless steel)	-stainless steel is used as the material for the body of the HT Bin.
Drawer	Convenience because it uses natural rubber
Basement	Has a tyre at the basement because it is easy to remove the HT Bin.
Size of the HT Bin	Cylinder look with 15 cm of radius and 25 cm of height. There is more food waste that can fill in the HT Bin because the volume is big.

Differences between HT Bin and other products:

Differences	HT Bin	Zera food recycler
Body of bin	<ul style="list-style-type: none"> -stainless steel can resistance to fire and retain strength at high temperature. -hygiene because non-porous surface coupled with easy cleaning ability which is suitable used in kitchen. -ease of fabrication which easy to cut, welded, and form. -life cycle durable and low maintenance material 	<ul style="list-style-type: none"> -ABS plastics consist high tensile of strength -easily melted and reshaped
Drawer	Convenience	Convenience
Basement	Has tyre because easy to remove it	Do not have tyre and it will leave mark when to remove the bin
Size	Cylinder look with 15 cm of radius and 25 cm of height.	Rectangular look with 11 width, 33.75 height and 23.75 length.