



اَبُو سَيِّدِي تَكْوَلُو كَلِمَاتَا
UNIVERSITI
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SMART STROLLER

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1.0 EXECUTIVE SUMMARY

We are from Jasmine Enterprise (M) Sdn Bhd is proudly presents the latest product from our company which is Smart Stroller. We are located at Shah Alam, Selangor. Our product, Smart Stroller, uses sensor to detect heart rate of the baby in order to notify the parents if there is something bad happen to the baby. Our product also comes with smart screen and alarm siren system to help the system to be function well. All in all, we can say our product in the next-in thing to be bought by parents who want their life easier, save their time and energy.

We target individual market for our product which is the potential customer can be families that want to buy for their baby. At the early stage of our operation, we will only focus on the Malaysia market and as our operation grew, we might expand our operation abroad. The existing baby stroller those are available in the current market does not fulfill parents' need. Some of them might not develop any technology to their products. But, we have gone one step further from our competitions by introducing our product with the new sensor technology.

We are confident that our product will generate enough profit to make our business feasible. This is due to the introduction of the new technology that we want to include in our baby stroller which is the heart beat sensor technology. People nowadays are eager to try new technology and based on this factor, we are confident that this new heart beat sensor technology can attract people to buy our product.