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MARA



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1.0 EXECUTIVE SUMMARY

1.1 BUSINESS AND PRODUCT CONCEPTS

Nowadays, online shopping is growing 3 times faster than traditional retail. However, previous research found that most of the people still prefer in store shopping especially for those who wants to shop for groceries, food and clothing. It is because people would like to see and touch the product in person before they buy it. However, there are several problems encountered by the shoppers while doing in store shopping. Crowding and queuing in long line at billing counters is the main stressors when shopping products for regular used in supermarket. This is because customers have to wait in long queues to scan their products using barcode scanner and get it billed. This situation can leads to time consuming and it is inconvenient situation these day as people are living in a busy environment. Therefore, the company invents the new innovation product with RFID technology where able to total up the price of the items in the shopping trolley that can solve the problem faced by the shoppers during at the billing counter.

The new innovation product also was invented with navigation or directory. It is specifically designed to assists the shoppers to find the product location within the store and avoid of wasting their time. The product location like aisle and shelf number will be displayed on the screen of the smart tablet. Moreover, the screen of the smart tablet able to display important information related to the store and items within the store. It is able to display the item with variety of brand and price. This information is important to avoid their purchasing items in not their budget limit. Additionally, the screen also can display about the specials offers and advertising the information of the store. It is to ensure that the shoppers will never miss out the great deals offered in the store. Since the tablet's screen is the important part of the product, thus the company decided to cover it with high quality glass protector which is Gorilla Glass 5. It is to make sure that the screen of the smart tablet is not easily cracked and safe for long-term used.

1.2 THE TARGET MARKET AND PROJECTIONS

Since the objective of our new innovation products to facilitate the shoppers and it is for in-store used, therefore ANN Sdn Bhd main focus is to produce the product to every hypermarket and supermarket that available in Malaysia. For the early stage, ANN Sdn Bhd focuses to produce the product in Selangor and Kuala Lumpur. This because both of the area near to the company location which is in Rawang, Selangor. Then, it will be

spread to the other state in Malaysia as well as will be export to the international market in the future.

For the marketing strategies, ANN Sdn Bhd focused on promoting the product by online advertisement. Company's website and social media is the main platform used by the company in order to commercialize the product and also to reach the customer segments. By using these platforms, it easier for the potential customers to obtain the business profile information, catalog of the product and contact information. These platforms also useful for the company to reach the customers' feedback related with the product. The feedback from the customers is important for the company as it is the only option available to identify the satisfaction of customers towards the product that produced by the company. The company will use the customers' feedback as references in order to enhance product functionality for future use as well as to ensure the product meet the customers' needs.

1.3 THE COMPETITIVE ADVANTAGES

ANN Sdn Bhd cannot to ignore the existing companies in the same marketplace when entering the business world. To be competitive and survive in the market, the company needs to be more creative. There are several competitors from the different companies that exist in the same market. In order to remain survive in the market, ANN Sdn Bhd decides to come out with new innovation and improvement of the existing product as well as enhance the usability of it. Latest and advanced technologies were applied to the Smart Shopping Tablet to make it as user-friendly product. Moreover, advanced technology is important to ensure the product has ability to facilitate and assist the shoppers to reduce the time spent during shopping for their goods. The new innovation product offers more advantages to the user since the product has its own unique features. The tablet's screen has ability to display plenty of stores and items information. This can make it easier for shoppers to buy the needed items without wasting their time and ensure they are never missing out on the great deals offered by the store. Smart Shopping Tablet also invented with directory where it functioned to assists the shoppers within the store to find the needed item location. Additionally, the product also engineered with RFID technology as it has ability to automatically scanned and total up the price of the product in the shopping trolley.

1.4 THE PROFITABILITY

ANN Sdn Bhd estimates the sales for the first year (2020) is RM 4 360 500 and the sales will increase within three years. Since ANN Sdn Bhd is a new company, thus the market size will focused in several areas that nearest with the main company building and factory