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1.0 EXECUTIVE SUMMARY

1.1   Description of the Business and Product Concepts

Vroom Sdn, Bhd. is a company that mainly focused on the producing of a product that is improving with a new innovation and technology. The company is located at Shah Alam, Selangor which is known as the industrial city that planted with most manufacturing company. The company is interested in developing a new product known as CartTech which basically a smart shopping trolley. The main objective is to supply the smart shopping trolleys to the supermarket retailer to ease their shoppers with the grocery shopping.

The smart shopping trolley is a development of an existing shopping trolley in the market that come up with new features with the use of RFID system. CartTech tend to be a smart shopping trolley that is user-friendly than the readily shopping trolley available in the supermarket. The use of RFID system will terminate the application of barcode scanner since it consist of RFID reader and RFID tags that only requires a wave connection to interact. Hence, when a shopper put an item in the shopping trolley, the data of the item is stored in the RFID system and the price and the details of the product will be displayed on the LCD screen. When LCD screen is being attached on the smart shopping trolley, users will no longer worry to look for a barcode scanner machine in the case of missing price tag of an item. It also can help the users in planning budget since it will total up the price of all items in the CartTech.

Vroom Sdn. Bhd. also use ZigBee module on the smart shopping where it functions to store the data transmitted by the RFID system to the main computer at the payment cashier. Therefore, the process of scanning each item in the shopping trolley is skipped since the data of the item is already stored. Hence, users will only need to prepare on the payment amount and reduce the time taken during the groceries shopping activities.

This will not only benefit the customers but also to the mass market like shopping mall and supermarket. With the existence of an RFID, the shopping cart is now convenient to use by the customers and hence can increase the profit of the stores. Many industries are now broadly use the RFID technology in their business organizations such as access control, books tracking in library and toll gate system that have mostly seen on roads. Sales manager can easily track the items that almost out of supply because each product has RFID tag that is recorded in a system.

1.2   Target Market

Since the product is known as business-to-business product (B2B), Vroom Sdn. Bhd. is mainly focused on supermarket or mass-market retailers that involve in groceries or food retails industry that located in Selangor. The capacity of the supermarket usually is quite larger because they include many aisles that are being separated for various essential needs such as meats, dairies, bakes good and others. The targeted customer can easily get or purchased the smart shopping trolley since the company is also base in Shah Alam, Selangor. Other than that, the company also use platform such as official business website and e-commerce platform such as Lazada and Shopee to promote their product. In the future,

Vroom Sdn. Bhd. will be ready to spread their wings to supply CartTech across Malaysia so that everyone can get the experience of using a smart shopping trolley in this modern era.

1.3 Competitive Advantages

CartTech is a smart shopping trolley that is introduced by Vroom Sdn. Bhd. company with the use of new innovation and latest technology in the business market. The design and the features being include for the smart shopping trolley is incomparable between others. It is designed with the use of RFID system, LCD screen and ZigBee module that can assist shoppers for their shopping activities. It reduces the time taken for the shoppers by avoiding them to deal with long queue to make payments and shorten the time taken at the payment counter to make purchasing. With that being said, it will requires them less time to spend for shopping. The smart shopping trolley is easy to use for everyone because the system is reliable and user-friendly.

Not only that, the design of the smart shopping trolley is also being improved for easily manoeuvrable or easily driven. Since shoppers also have been dealing with the issues of problem in handling the trolley, hence the company has decided to solve this problem.

1.4 Profitability

Vroom Sdn. Bhd. is estimating to gain profit from this product around RM40,830 in the first year and it will increase within the three years onwards. It is obtained from the prediction of the market share. The company has targeted all supermarkets that operate in Selangor as their market size. The company begin with the amount of RM 2,000,000 as their starting modal which they happen to do a bank loan from Maybank.

1.5 Management Team

Vroom Sdn. Bhd. consists of 5 shareholders that act as the management team which include General Manager, Financial Manager, Administrative Manager, Operation Manager and Marketing Manager. Each of the shareholders is assigned to their roles and duties for the production of the company that responsible to achieve the proposed objectives of the company. The company also hires few employees for the productivity of developing the product where each of them will requires to achieve the goals of targeted production of product in a day.