



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI MARA
MALAYSIA



BRIITA TECH SDN BHD

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GROUP NAME	: AC2203N	4
GROUP MEMBERS	: 1.NUR BALQIS BINTI ABDUL RAHIM (2018659978) 2. NUR FATIN ADILA BINTI SHAHARUDDIN (2018660368) 3. NUR NATASYA IZLIN BINTI MOHAMED (2018660648) 4. NUR RABIATUL ADAWIYAH BINTI MOHD NIZAM (2018660026) 5. NURUL IZZAH BINTI MOHD SAAD (2018660804) 6. RASYIQA ADLINNA BINTI KHAIRUDIN (2018660278)	4 4 2 4 8 8 12 10 8 78 70
LECTURER	: SIR MOHD ZAIM BIN MOHD SALLEH	

Acknowledgement

Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirements that need to be accomplished in the course work assessment for the code of ENT530. All of our group partners were accepting this as a challenge to ourselves because it developed our passion and ability in creating new ideas on business field. For the prospect of business, we were taking an advantages on developing this business plan to practice our ability and interests in different way instead of thinking and memorizing theory and facts inside the classes.

In addition, this business plan helps us on encouraging our effort on becoming and educative and succeed in business field. Special thanks to our parents for giving us the financial support in completing this business plan. The business plan has been prepared with the cooperation and support of many people. Also, not to be forgotten to our dedicated lecture Sir Mohd Zaim bin Mohd Salleh for her kindness in helping us during the process of completion this work project. He has provided us with good services by giving us useful information on business plan development. We are not able to complete all of these things without this great people.

We have met so many people on interviewing about this ideas and services as well as expanding our internal skills to deal with people who are working in industries. We manage to become more organized and mature in dealing with problems that occurred during our research. As a results, we have produced our own business plan which covers organization, marketing, operation, financial and other information needed by an entrepreneur as guideline to start a new business.

Executive summary

Nowadays, the innovation of technology is drastically growth in order to make people live easy for example function of the product that useful for people to manage their daily work. Innovation also important for all industry because innovation gives a big impact on market competition, customer satisfaction, margin profit, business opportunities and etc. Our company, BRIITA is a start-up business which provides electrical technology product for the electronic consumer. BRIITA chooses to run electronic technology product business because we always providing a better living for our customer and focusing on “people’s lives”. In this project, new innovation technology had been proposed for student and adult called soundless alarm clock. Soundless alarm clock is created based on an analysis that has been identified through an interview. Soundless alarm clock name is from the alarm clock that does not make any sound but can make the user alert to wake up and that will not disturb others. This product is an innovation of “sleeping eye mask” that always been used by the people who like to sleep in a dark and no lights. Soundless alarm clock is created to solve people problem which is some people failed to wake up early in the morning even though they have set their alarm but they never wake up and the sound of alarm clock will disturb others. Soundless alarm clock function can be described in term of safety and performance which this specification was designed to meet user’s need. Further detail about the product will be discussed on another part of this report.

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1.0 COMPANY PROFILE

Name of the business	: BRIITA TECH
Business address	: No.15, Block 2, Worldwide Business Centre, Jalan Tinju 13/50, Seksyen 13, 40000, Shah Alam
E-mail address	: BriitaTech@gmail.com
Telephone number	: 03-5541 5384
Main activity	: Produce technology device (Soundless alarm clock)

1.1 LOCATION OF BUSINESS

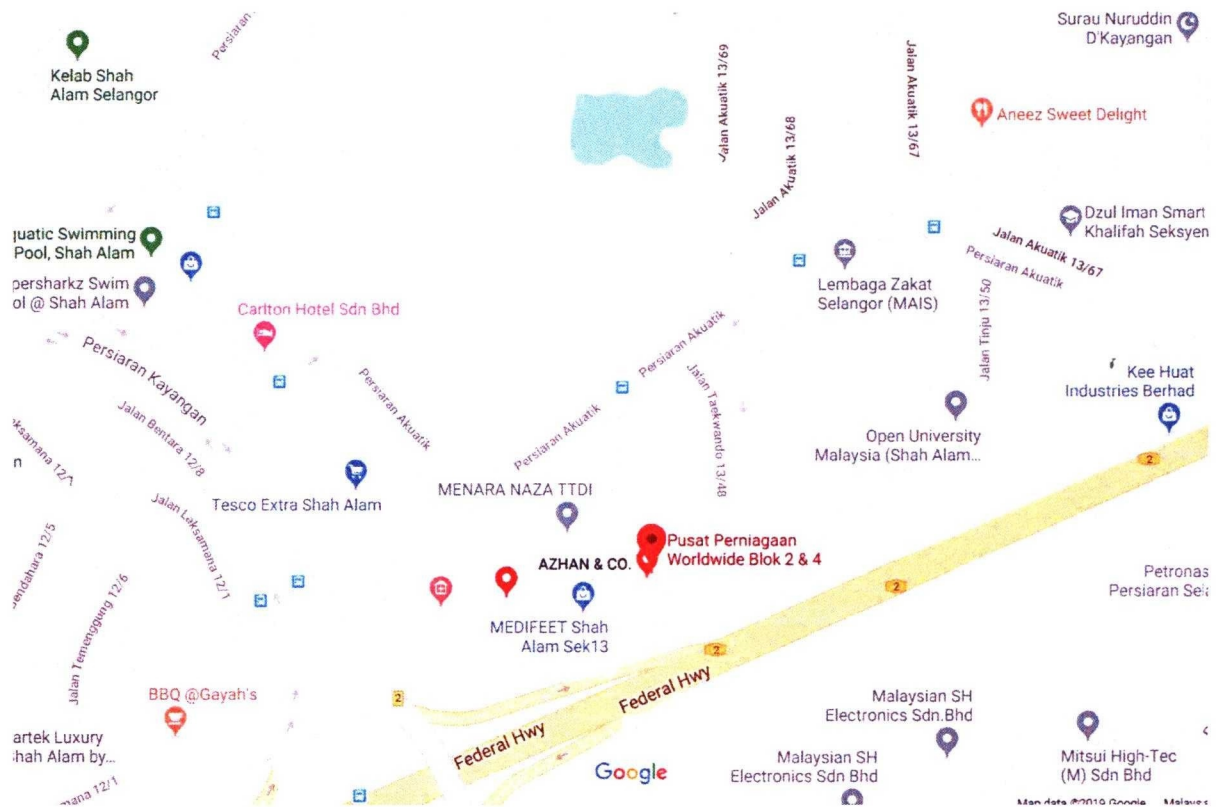


Figure 1 Location of business