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TECHNOLOGY BLUEPRINT



UNIVERSITI
TEKNOLOGI MARA
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2A

EZNow (Counterless)

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1.0 EXECUTIVE SUMMARY

EZNow Company is a business consists of five business partners which are .general manager, administrative manager, marketing manager, programmer and financial manager. Our business will be located at Jalan Sultan Azlan Shah, Jalan Ipoh, 51200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. The purpose of our product is to make our business of EzNow all through worldwide because the application had never been made in the market but for now, we are focusing the product in Malaysia.

EZNow is an application that can replace counter at the store or in another word, counter less. The applications EZNow create are one of the alternative ways that can give benefit both the customer and the company. Our application produced with an easy way which only have 4 features in the application which are profile, scanner, receipt and help.

During the peak or promotion season, for sure many people will not give up the chance to buy the desired goods at the store. As a result, those people will end up having a long queue in order to make a payment and waste their time. The customer maybe feel bored and end up will affect the company profit. For instance, the company take this problem seriously to solve problem with technology. So, in order to increase the payment, we introduced a simplest system for avoiding queuing and using online payment method. This systems works as a payment method that make the company to be counter less that people only need to make a payments at the salesman. This is also because of the trend that spread nowadays which technology plays the important roles in this era.

Our target markets for this is only for malaysian. Furthermore, in the future, we will expand our target market to foreign country and we believe that they will be interested in our product. Lastly, we want to meet the needs and wants of people with our products that meet with our tagline "No Cash No Probs".