

DEPARTMENT OF ESTATE MANAGEMENT  
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING,  
UNIVERSITI TEKNOLOGI MARA SHAH ALAM

## GROUP ASSIGNMENT FOLDER

Program : AP225  
Program Code : ENT 600  
Semester/ Year : Semester 5/ Year 2

Name	Matric No
MOHAMAD IRSYAD BIN KAMALULAI	2015136313
MOHAMAD SYAFIQ BIN MOHD SA'ADEK	2015126853
MUHAMMAD ALLIFF ALLIFFIEE BIN ZOLKIFELI	2015125237
MUHAMMAD FARHAN BIN MOHAMAD RODZI	2013477948
MUHAMMAD NURDIN IQBAL BIN AB LATHIF	2015125609

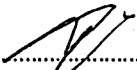
Assignment Title :  
MULTIFUNTION PENDRIVE

Submission Date :19/06/2017

**DECLARATION :** we declare that

no part of of this assignment has been copied from other person's work except where due acknowledgement is made in the text, and

no part of this assignment has been written for we by any other person except where such collaboration has been authorised by the lecturer concerned

Signature..........

Date.....19/06/2017.....

A lecturer/tutor has and may exercise a right not to mark this assignment if the the above declaration has not been signed.

If the above declaration is found to be false, no mark will be awarded for this assignment

Copyright@Real Estate Dept, UTM Shah Alam

# CHAPTER 1

## 1.0 EXECUTIVE SUMMARY

### 1.1 THE BUSINESS AND PRODUCT CONCEPTS

Altec Sdn. Bhd is a new incorporated company which produces an electronic device that provides a multifunctional pendrive to the student and workers. Multifunctional pendrive is a modern device that is closely related to the daily activities for students and workers. So students and workers can use this product anywhere and at any time to facilitate their daily work.

### 1.2 THE TARGET MARKET AND PROJECTIONS

Altec Sdn. Bhd has created a market in Malaysia primarily targeted to students and workers because it is still new in Malaysia. Therefore we forecast the product for the people of Malaysia and focused on students and workers. After a few years, after advancing our product, we will market our products overseas.

### 1.3 THE COMPETITIVE ADVANTAGES

Competitive advantages that we make our products different from other companies is to provide a multi-purpose pen drive with low prices and very user friendly. Furthermore our products are easy to carry because of its small size but includes a variety of uses that are very suitable and closely related to the daily activities of students and workers.

### 1.4 THE PROFITABILITY

Altec Sdn. Bhd is a new company that is growing with new ideas that can help us to save costs and time consumed. In addition to the company's first year we did not really think of only at high profits because our mission is to introduce our products. But after one year, then we target the higher returns that have been set by our company.

## **1.5 THE MANAGEMENT TEAM**

Altec Sdn. Bhd has a strong management team and will work efficiently to achieve the goals of the company. This is because the management background in education and efficiency in every part of our work

## **CHAPTER 2**

### **2.0 PRODUCT OR SERVICE DESCRIPTION**

#### **2.1 MULTIFUNCTION PENDRIVE DESCRIPTION**

After initial observation towards the Malaysian citizen daily life, the team had chosen a product that we believe can contribute to student and worker community in Malaysia. Our product is Multifunctional pendrive. Nowadays, the use of multifunction pendrive is closely related to the daily activities for students and workers. Functional pendrive is to store a variety of information that can be used by all levels of society, especially the generation Y of students and workers. Furthermore, with the addition of projector elements in this product can add to the advantages of this product that it can be used by student and worker. Product also features a voice recorder that can be used by students and workers. Finally, the product is also equipped with the features of smart sensor detector to detect the position of this product

#### **2.2 APPLICATION OF MULTIFUNCTION PENDRIVE**

Our Multifunction pendrive as a storage, voice recorder and a projector at a time. Users can also use a smart detector that is in this product for positioning if the product is missing.

### **2.3 UNIQUENESS OF MULTIFUNCTION PENDRIVE**

- Smart sensor detector : Large coverage within entire Malaysia
- Pendrive : large storage 1 Terabyte which USB 3.1
- Recorder : Tiny Nano Size Dimensions of recorder
- Projector : Project a digital images to any nearby viewing surface.

### **2.4 DEVELOPMENT OF THE PRODUCT**

Management team took us 3 months to discuss about this product. Our office is located at Floor 4, Wisma Abdul Hamid, Street 1/9, Section 1, 43600 Bandar Baru Bangi, Selangor Darul Ehsan where we spend our time to design this product. The initial capital is to produce products of RM 133,829.00 including Start-up Cost, Working Capital and Cost of component per prototype. The process of creating and producing our products are installed in our factory in Section 19, Shah Alam. Before packing modem, it will undergo review by SIRIM Quality Supervision to maintain and control the quality and detect defectiveness of the product. After receiving approval from SIRIM, this product will be well packaged and will be marketed to our seller's agent.

77 ready

### **2.5 OPPORTUNITIES FOR THE EXPANSION OF THE PRODUCT LINE**

We will develop our application by adding storage to a pen drive and recorder. Furthermore we will expand the range for the smart detector distance and making it more user friendly. Our products will be introduced to a wider market to expand the market for our products.

## CHAPTER 3

### 3.0 TECHNOLOGY DESCRIPTION

#### 3.1 OVERVIEW OF PRODUCT PROTOTYPE

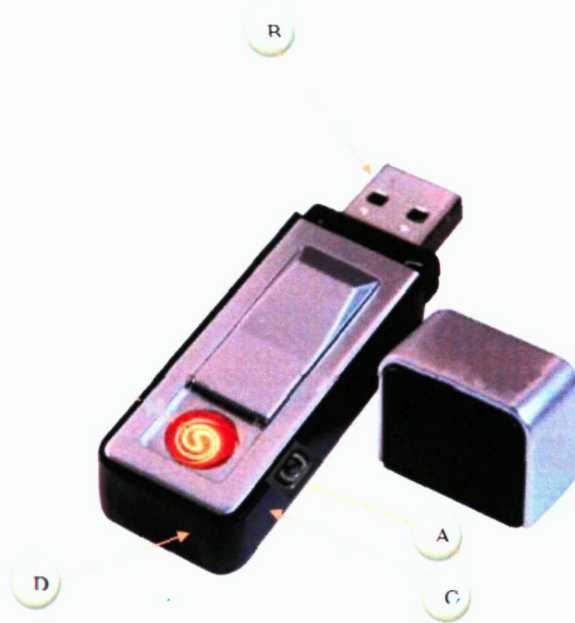


Figure 1 : 4 in 1 lighter

Label	Device
A	Mini projector
B	Pendrive
C	Smart sensor detector (RFID)
D	Recorder