



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY BLUEPRINT OF SMARTOKIBA

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1.0 EXECUTIVE SUMMARY

Smartokiba are the name chosen for our company. Okiba means bin in Japanese. The product that we want to develop is Auto-washing waste bin. The existing household waste bin does not meet the requirement that can help people to manage their waste easily especially to the hygiene person and persons that was busy with their work and they do not have a lot of time in manage their waste. Thus, we created a new technology advance product that can help people with their dirty dustbin. Our product is low cost, simple to use and easy to manage. Our company is the first company in Malaysia that created this kind of product. We can assure that no company has the same product with us. We already categorized our target market which we think will give a very high profit monthly. In our case, we had agreed to separate the target market into certain groups which are target buyers and target locations. This product is target toward housewife, hygiene and busy people such as worker and student. We already choose several places that we think strategic for our franchise. First location we choose is Kedah. We choose Kedah because our shareholder stay here so we think it easy for her to monitor the company. Second, we choose Kuala Lumpur since this state are more advance in technology. This product will be perfect for them. We locate our company on each state at the strategic place that easily for customer to come and buy. We cannot escape and avoid competitors as part of the marketing and business world. This is the obstacle we must face. We believe that every competitors has their own weakness and strength. Since our product are undergo process to patent under the Intellectual Property Corporation of Malaysia (MyIPO), this will reduce the chance of other competitor to copy our idea. We can guarantee that Smartokiba will stay in industries in a long term as we are the first company in Malaysia that produce the product that we believe that can be added value and remain competitive to other existing bin. The profit of the company depend on the ability of company to control the price. Our estimation for company profit will be increase in 5% for second year and 10% in third year. Next, the management team is a group of people who work at the top levels of an organisation who are responsible for monitoring other people and maintaining responsibility for core corporate operations on a regular basis. In all organization, there must be person to control and manage everything. Chief Executive Officer (CEO) will be the person to focus on providing services to make sure that the company's mission, ethical values and core guiding principles are implemented. Next is operation manager, the roles are to manage operation team to achieve business target and identify problems and

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Product and service

This product are known as auto-washing waste bin. The bin are created and customized to make sure we offer the best quality, multifunctional and comfortability to our beloved customers. The waste from the household waste bin make the waste bin being dirty. The dirty can cause a disease that relate with the germs. This germs is very dangerous even though we cannot see them with our eyes. According to the germ theory, it notes that microorganisms known as pathogens or "germs" can lead to disease. People, other species, and other living hosts are invaded by these microscopic creatures and these microorganisms too microscopic to see without magnification. This auto-washing waste bin are more efficient in order to manage the household waste easily. This is important to facilitate the daily work at home. This is because an efficient waste disposal for domestic waste should be an important aspect because it can help people to manage the waste in the easy way. This product are developed to make a hygiene aspect as a main aspect.

2.2 Application of the Product

Primary use is for temporarily storing waste and used to collect garbage and waste products. The purpose of the dustbin is that it helps to keep dirty and decaying waste separate from the rest of the clean surroundings. This dustbin is created to make hygiene as main aspect.

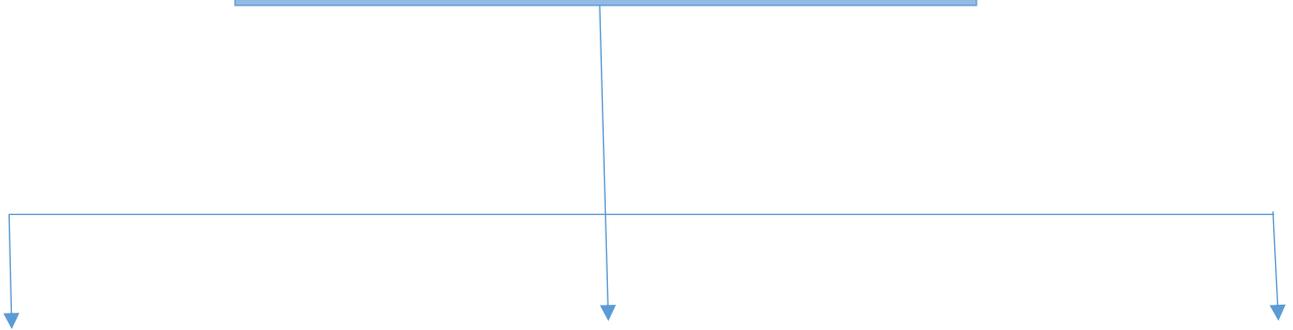
Secondary use is to clean up the inside compartment in the dustbin. It also can be moved to make it easier for users to throw the waste without need to lift the plastic waste. Sometimes the process of transferring waste from inside bin to outside bin can be difficult where the plastic may leak and the food waste include water will drop on the floor. Thus this dustbin also provided wheel that can move using remote control to certain destination. This will reduce the chance of the trash may leak during process transferring. This dustbin also don't need to step on the pedal to open the lid because this dustbin are equipped with sensor so customer just need to come near to the bin and the sensor will detect and open the lid immediately. The function of this auto-washing waste bin is very practical and absolutely worth-buying.

5.0 MANAGEMENT TEAM

5.1 Organisation



CHIEF EXECUTIVE OFFICER (CEO)
MS. SYARIFAH NURBALQIS IDID BINTI SYED TAUFIK IDID



OPERATIONAL MANAGER
MS NURUL NAJWA AFIQAH
BINTI KAMARUL ZAMAN



FINANCIAL MANAGER
MS NURULJANNAH BINTI
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