



HANDPHONE TIE

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1. EXECUTIVE SUMMARY

The duty as the Assistant Environmental Health Officer is tough. The objective of this invention is to ease the flow of work during the officers carrying out their duties. They make use tie as daily wear for call. This product is suitable with the nature of work of Assistant Environmental Health Officer. Within huge target market, that is all Assistant Environmental Health Officers are the target market for our product.

Besides, it can be introduced and expanded towards other field of work. That huge market includes about other 15 million labours in Malaysia, based on July 2017 statistic by *Jabatan Perangkaan Malaysia*. In addition, this idea has never been realized although it is important to the person working in the field. We are proud of the technology centric business that we have created. The technology centric business features a great deal of opportunity but some unique challenges as well. It is estimated that 1.6 million of government workers can use this product. That is when using simple maths in the profitability, $RM30 \times 1.6$ million, the estimated revenue would be about RM 48 million. We feel that our company is uniquely positioned to profit from changes in the industry, and we feel that our company can continue to leverage the expertise we have gain into higher levels of profit and customer satisfactions.

The management team area of expertise is precise and calibre. Our management team work tirelessly to bring you the only best product one can find in the market.

2. PRODUCT DESCRIPTION

2.1 Introduction

The team will develop this hand phone tie based on the difficulties experienced by Assistant Environmental Health Officers in doing their field task. After initial observation and research on work environment of Assistant Environmental Health Officers, the results show similar patterns of complication of them doing work tasks on the field. Work on the field that need them to stay active and focus on tough terrains make things impossible for them to carry many things with them besides basic survival needs. It appears that, Assistant Environmental Health Officers are having hard times in the field to make calls. Calls are very important for them if they need to take important decisions that must be made by their officers or to make an emergency calls everywhere. Especially in Kampung Air and on the boats, where the vibration exists, they cannot defy the law of physic when receiving or answering the calls. They will most likely to lose balance, their handphone and possibly lose their lives if they fall into the torrent. So, to cope with the challenging work tasks, they need to have more safety on their sides. Thus, this new product development is to establish simplicity for them so that lives could be save and work become a lot easier and enjoyable for them. This new product meets the need for them or any field-working officers that find it hard to take their phones on the fields.

2.2 Purpose of development

The purpose of the product development are:

2.2.1 To make field work easier for the Assistant Environmental Health Officers.

2.2.2 To make safety first for the Assistant Environmental Health Officers.

2.2.3 To ease and reduce the weight carried by Assistant Environmental Health Officers on the field.

2.3 Product concept and application

This product is develop to strengthening technology based gadget during field work for the Assistant Environmental Health Officers. It will be used on the field and suitable for challenging work task.

2.4 Product Function

The function of the product are:

2.4.1 Voice sensor - the sensor is used to detect voice and automatically call the person that were mention.

2.4.2 On/off button – to receive or reject calls.

2.4.3 Rechargeable lithium ion battery – used as power sources for this portable hand phone tie.

2.4.4 Dual sim card slot – used to have port 2 sim card at a time.

2.4.5 USB charging port – used to recharge the rechargeable lithium ion battery.

2.5 Picture description

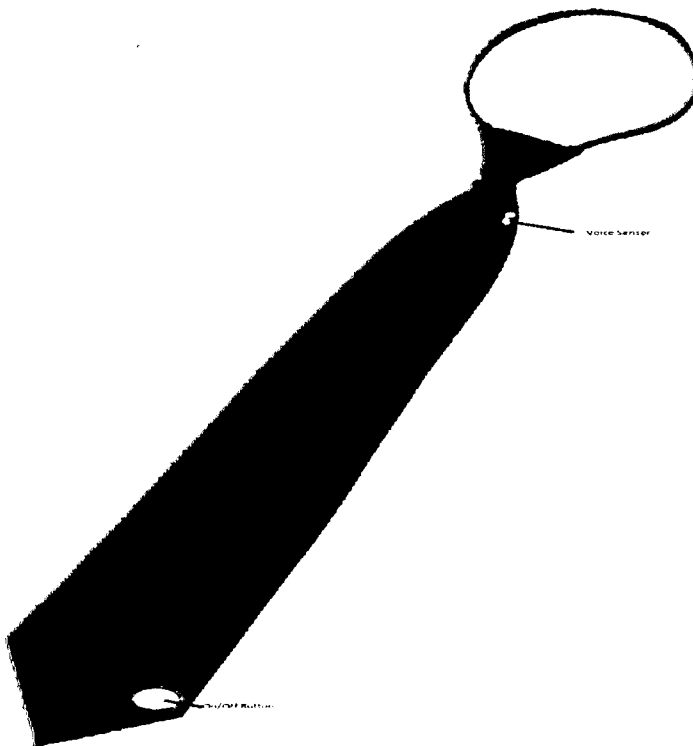


Figure 1: Front View of Handphone Tie with Voice Sensor On The Upper Side and On/Off Button On The Lower Side of The Product