



اَوْنِيُوْزِيسِيْتِيْ بِاْتِيْكِنُوْا لَوِيْ كِيْ مِيْمَارَا  
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**HANZ CORPORATION**

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## EXECUTIVE SUMMARY

HANZCO (HANZ Corporation) is a newly established company on 8th April 2021 and located in Alor Gajah, Melaka. HANZCO is engaged in technology that manufactures e-digital. The name HANZ comes from the abbreviation of the name of the founder of the company, namely there are five members who manage HANZCO which has been attached to the appendices. We created this name HANZCO, with the hope of being known by the wider community from all over the world.

Due to the Covid-19, the current learning system implements an online learning system, plus the current condition of Covid-19 is increasing, so it is not possible to do offline learning. With this condition, our company is forced to adapt. Therefore, HANZCO created a new innovative product, which is an e-digital called "*Booklite*". *Booklite* is an innovative technology that is shaped like a notebook or netbook with a perfect sensitivity touch screen, which contains information or knowledge like a book. *Booklite* is made to replace physical books.

From this *Booklite*, we create a better way of learning during the pandemic for our target market such as Students, University Students, and Adults. Our finance source is from the investors and loan bank OCBC Bank. Our company also cooperates with online shopping platforms like Amazon and Ebay. For the distribution partners, we cooperate with Gdex and FedEx.

# 1. INTRODUCTION

## 1.1 Company Background



**Figure 1: Company's Logo**

HANZ Corporation (HANZCO) is a tech company that specializes in various types of e-digital and latest technology that strive to create an innovative world. HANZCO has been operating since early 2021 and our headquarters is located in Alor Gajah, Melaka. HANZCO is a private limited company which operates globally. HANZCO is an adaptive company that follows the current development in the world and lately HANZCO is focusing on creating e-digital book. This company is aiming to be the best technological company in the world regarding education technology or any other technology to provide the best for the future of the world.

## 1.2 Problem Statement

Covid-19 pandemic has changed the way we Malaysian's live and the way we learn. Due to that, the Malaysian government implemented the Movement Control Order (MCO). With that, all of the students are forced to learn online at their own homes rather than learning in class like they used to. Although, the new normal has led to some difficulties and inconveniences to people.

One of the difficulties we found out is buying books at the bookstore. Students are not able to go out and buy books at the bookstore due to the MCO. Although we can buy it online, there are some books that are not available online or sold out. Furthermore, students need to buy books every time. Every year or every semester, students need to buy new books and this has been a problem for some students due to financial difficulties etc.

Lastly, books are heavy. Carrying it all around at once is quite difficult as it is heavy. For the people who do not have the strength, this could be a burden to them. However, they have no choice but to carry it anyway as it is compulsory for them to do so in order to learn at school or university.

### **1.3 Opportunity Recognition**

On account of the problems encountered by students during online learning and people who are working from home. Our company takes advantage of this opportunity to develop a product called *Booklite* that can facilitate students' or working people's learning process from the comfort of their own homes or anywhere else.

*Booklite* is an e-digital book that can help different types of users from students to working people to read books without buying them in the bookstore during the pandemic. This e-digital book has the physical characteristics of a book and it is easy to carry around as it is light, thus this can solve the problem of carrying around too many books at one time. In *Booklite*, you can search any type of books you like, by only just subscribing to the system, therefore there is no need for users to buy new books every time there is a new semester or our superior asks us to buy new books.

Apart from that, most people agree that books are more understandable and easier than scrolling through your laptop, but sometimes we do not know the meaning of a word in the