ENT600 – TECHNOLOGY ENTREPRENEURSHIP

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

BACHELOR DEGREE SURVEYING SCIENCE AND GEOMATICS

(AP220)

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EXECUTIVE SUMMARY

This case study carries out to show the problems in current product by Sonray Technology.inc. the outcome from this case study will show on the problem faced by the company and ways to overcome the problem. The evaluation from this case study will be use later on to create new and enhance product from the Sonray company. Based on SWOT analysis of the product it shows the product have several issues regarding performance and durability. It also shows an opportunity that can be taken to enhance the product to fit the modern technology. The issues with the current product are its does not function automatically, does not have any other features and it lacks of durability. Based on the finding, the issues can be overcome by modern day technology and component. For instance, to overcome automatic problem, we can use sensor to detect temperature and for extra functionality and features we can include an LED display that shows the temperature and current power storage. Lastly, the result from the finding and discussion the solutions came up will be used in new and enhance invention. For further development, this technology can be a foundation for the next generation car in automotive industries

CHAPTER 1
INTRODUCTION

1.1 Background of the study

Nowadays, almost every household own a car. The basic usage by consumer is it use to get from one place to another either used for renting, learning, grocery shopping, vacation and sometimes as source of income such as GRAB or UBER. Throughout the globe it is undeniably that transportation is playing crucial part in modern day society.

Malaysia, is a country with two seasons either rainy or sunny compare to other part of the world that have four seasons. In a sunny day, the temperature can be as high as 34-37 ºC. The movement of the vehicles are at their peak in the moment such as went to workplace or market. The droved car will eventually need to be parked when reached the destination. It can be either open space or covered parking. The car that been parked for a certain or period amount of time could cumulate high temperature in it. The temperature inside the car are higher for those that exposed to the sunlight compared to the covered parking. The temperature can climb as high as 60ºC. and 55 ºC on a fairly cloudy day.

1.2 Purpose of the Study

The purpose of the study is to evaluate, analysis and identify of the product, the obstacles occur in product and proposed the countermeasure on the issue. From the study, an opportunity can be seen to introduce into the markets with new and enhance product. Next, a conclusion can be made either the product is an ideal product to introduce to the market or otherwise.

1.3 Problem Statement

Transportation sector is one of the crucial aspects in developing a community and society. Today, motorcar is one of the transportation mediums that broadly used on daily basis activity. The focus problem on the study were based on after used the motorcar rather than during using it. For instance, in 2019 there are cases regarding curbing child death in a car. The Star states in its article that the guardian of the child left the child on her or his own. Due to unawareness of their careers,

Figure 4 Company location at 16th floor

2.2 Product and Service

Figure 5 Solar Power ventilation system

Figure 6 Product views

Products information

Manufacturer	Taiwan
Specification	powered by 5V high efficacy solar cell. Twin turbo fans, each with 17.3cfm capacity
Features	Reduce fuel consumption. Reduce hazardous fumes emitting from plastics under high heat. 90 sec total air replacement for average car easy to install and store.