



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
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**ENT600 TECHNOLOGY ENTREPRENEURSHIP  
CASE STUDY**

**PRODUCT ANALYSIS OF TOUCH N GO  
RFID TAG**



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## **EXECUTIVE SUMMARY**

This assignment is about identifying problems with products found in the Touch n Go company. The company also has a Touch 'n Go card and system developed entirely by Teras Teknologi Sdn Bhd using MIFARE technology, which is a technology based on an electronic payment system using a touchless smart card. Various products produced by this company and I have chosen The Radio Frequency Identification (RFID) tag to do the analysis. In this study, I have conducted a SWOT analysis to identify the strengths, weaknesses, opportunities and threats found in RFID. The main problem that I was able to identify in my analytical study was about security issues. This security is important to protect the assets and important information of users from any type of theft, damage or loss. From this problem, the best solution that can be done is a blocker tag where it can protect the privacy of users and ensure the security of the data. In fact, it can increase productivity and efficiency for a company, where it has a direct impact on customer satisfaction, leading to customer retention.

## 2.3 Products and Services

### 2.3.1 Products

Touch 'n Go Sdn Bhd provides electronic payment solutions. The Company offers secure, swift, and convenient cashless payment services. Touch 'n Go serves clients in Malaysia. "Toll Network Automatic Payment Systems" is an on-board unit (OBU) vehicle device that complements Touch 'n Go, a card-based system, as an electronic toll collection (ETC) system across long distances (maximum 15 meters). It was initially established in Malaysia in 1999 and is also utilized as a security system for entrances.

#### 1. Touch 'n Go e-Wallet



**Function:** Used by Malaysian toll expressway operators as the sole electronic payment system.

**Location:** Malaysia

**Currency:** Malaysian Ringgit

**Usage:** Parking, Retail, Public transport, Toll fare

**Top up point:** Touch 'n Go Hubs and Hotspots

**Type:** Tesco Clubcard, Zing, Fleet Xs, Standard, PLUSMiles, Biz Xs

**Credit expiry:** 12 months of inactivity

#### 2. SmartTAG



**Function:** SmartTag or Toll Network Automatic Payment System is an infrared data transmitter and an infrared data transmitter and additional direct-drive electronic payment system in a vehicle that work with Touch n'GO

**Usage:** used in all highways that adopt SmartTag as an EPS.

**Launched:** SmartTag was officially launched on 15 March 1999

**Developed:** Teras Teknologi Sdn Bhd