



## **PORT-LIGHT**

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## **1.0 EXECUTIVE SUMMARY**

Lately, there have been a few products of torchlight. Most of the torchlights that are sold in the market are in one angle only. To improve the version of the current torchlight that is available on the market, we add some additional functionality and features that will deliver an enormous value to customers. Now we welcome the lamps that can be used as a torchlight and table lamps, 2 in 1 package with the latest technological advances which we call a Port-Light. Our company is called BLIGHT TECH, and we produce the Port-Light which is a combination of torchlight and table lamp. Port-Light uses solar panels to gain energy and also can be rechargeable using electricity. Customers will receive this product in a box with a waterproof bag. Port-Light is made up of a few components which are the body is made of aluminium alloy, the type of light is LED, water resistance, environmentally responsible design, light and portable design, and an adjustable stand. This product contains two light sources which are a front lamp and a lower bulb. This product also has three steps less dimming options for the light mode.

The target market of this product are college students, travellers, forest rangers, security guards and hikers. The college students are referring to the residents at the UiTM Seremban 3 college dorm since the students need torchlights to ensure their safety and can transform the stand into a study lamp at night. The travellers, with no limitation ages, are free to use this portable product as it is easy to use. The forest rangers are referring to the forest police that becomes a priority when carrying out missions in the jungle, and it will benefit them since it has multiple functions and is waterproof. The security guards can also use this product to make patrols and physical inspections, especially at night and very suitable with the various functions provided. Last but not least, this product will help hikers as Port-Light can be transformed to table lamps while they are camping and using solar systems to charge.

Compared to other products, Port-Light has a lot of potential strengths but is quite pricey where the selling price is RM106. Commonly, consumers can find other usual Torch-Light with range price lower than RM100. But, need to be reminded, Port-Light is the best investment as a high-quality product with a lot of features that are worth every single cent that customers need to pay.

Our management starts with the Chief Executive Officer, Nurul Anis Nasuha Binti Rafie, who holds a 35% ownership share. The Chief Operating Officer is held by Ain Sofhia Binti Hilmey and Nur Aishah Aqillah Binti Sukeri, which has a 20% and 10% ownership share. The Chief

Technical Officer is held by Nur Hamizah Binti Adam and has a 10% ownership share. The Chief Sales Officer is held by Siti Syafiqa Binti Safie'e and Amirah Syadiyah Binti Mohamad Shukor which has a 10% and 10% ownership share. The Chief Design Officer is held by Nurul Aina Afiqah Binti Azhar and has a 5% ownership share.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

### **2.1 PRODUCT CONCEPT**

Our company produces a new combination product of torchlight that we called it as Port-light to ensure that the customer can be easily used especially, hikers and student. The key function of this Port-Light is that the customer can use both ways of function Port-Light in their daily life. Currently, there are a few products that like the torchlight. Even so, our company manage to produce a new type of torchlight to the market. This is an improvised version of the current torchlight that is available on the market, where it provides some additional functionality and features that will deliver an enormous value to customers.

Most of the lights sold in the market can only be used to look forward only. Alternatively, with the latest technological advances, we welcome lamps that can be used as lamps and table lamps. Port-Light can save money because it uses solar and rechargeable batteries. The light can either be used as a torchlight or table lamp or can be used both lights to get a clear vision of the road. With this technology, the customer does not have to buy a separate lamp between a table lamp and a torchlight. It's because, in Port-light, we employ technology to make things easier for all our customers.

### **2.2 PRODUCT DETAILS**

BLIGHT TECH company will develop the new product that called Port-Light. Port-Light is an improvised version of torchlight that already exists in the market. We are combining torchlight and table lamp in one design. So that it is easy to use, especially for students and hikers. Port-Light uses rechargeable batteries, and there are also solar panels on the body parts of the lamps as an alternative to charging the lights. This will help customer from wasting their money to buy a new battery, and it will help those hikers in case the light run out of batteries.

Port-Light will come in a box with a waterproof bag to protect the lamp and ensure that it arrives in the best possible shape in the hands of the user. The complimentary waterproof bag is provided so that the consumer does not have to worry if the product gets wet. Besides that, the modified torchlight is made up of a few components which are the body is made of aluminium alloy that is long-lasting and the weight is around 300g with the size of 18cm x 6cm