



TECHNOLOGY BLUEPRINT SOLARZIDLE

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1.0 EXECUTIVE SUMMARY

SZ Sdn Bhd is a small organisation in Malaysia that produces and invents new items based on existing market products. SZ's goal is to be the first Malaysian firm to provide new product innovations that are both portable and comfortable for a wide range of consumers, particularly those who like outdoor activities. All of the items were created with the goal of being simple to use and consume less time.

The target market for SZ Sdn Bhd is outdoorsmanship for people aged 18 and above. These target markets are based in Kuala Lumpur and people who like outdoor activities, which are becoming extremely popular these days. After thorough calculation, the market volume for the population target market is 926,152 of 8,419,566 customers. SZ Sdn Bhd also advertised the SolarZidle portable solar chair on social media and banners. The SolarZidle portable solar chair is an innovation in an existing market product known as a 'portable beach chair'. The solar panel is the prominent part and at the same time, there are also other features like a coaster heater, USB port, portable wheel, Bluetooth speaker, and compact storage. Users can sit and charge their phones using the USB port while listening to music to help them relax. A coaster heater is also included with the SolarZidle. Its purpose is to keep beverages at a constant temperature (55 degrees Celsius) throughout the day for users. As a precaution, the coaster heater will turn off automatically. Customers can get the SolarZidle portable solar chair from Shopee and SZ Store for RM156.

SZ Sdn Bhd has decided to launch the SolarZidle portable solar chair to the market since it has a lot of potential in contributing high profit. SZ Sdn Bhd believes that this innovative chair, with all of its unique features, can compete with other existing chairs on the market. As the chosen target market, this product is expected to acquire sales of RM 5,312,012.94 from 2021 to 2023, and it is expected to be successful in the market.

SZ Sdn Bhd has a competitive team management that consists of eight members with various work responsibilities. Its purpose is to ensure that all of the tasks are completed in a timely manner. Muhammad Azry Fahmi bin Bahrin was officially appointed as the Chief Executive Officer of SZ Sdn Bhd while Amira Atiqah binti Mohd Nazri is the General Manager with A'in Aqilah Binti Kamarulzaman as her assistant. Another five members were promoted as managers for different departments. Nur Huda Athirah binti Abdullah is the Marketing Manager, who is in charge of all marketing projects. Next, Khairun Nadhirah binti Amran, the factory's Operational Manager, who oversees the production of SolarZidle portable solar chair. Furthermore, as a Logistic Manager, Nur Farah Diyanah binti Azrie will inspect all seven movements and distributions of supplies and materials in the company and warehouse. Munirah Syamilah binti Razlan is appointed as the Technology Manager, and coordinates information systems in enterprises, government agencies, nonprofits, and other organisations. These managers verify the organization's computer hardware,

software, and database management systems, as well as its internet servers and telecommunication services are operational. Lastly, Farizah Hanim binti Zulkefley is the Financial Manager who ensures the products produced are according to the specifications and provides advice on business planning, large-scale decision-making and the preparation and interpretation of reports, budgets, accounts, commentaries and financial statements.