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AMMONATE WATER FILTER

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1.0 EXECUTIVE SUMMARY

In the agricultural sector so many workers still experience the ammonia bad effect toward their agricultural activities. This situation will continuously lead to insufficient fresh water to our marine life. Ammonate water filters are more powerful in terms of stability compared to the existing product available in the market. This ammonate water filter mechanism is there is a ball loaded inside the machine and then the water that need to be filtered will flow in between those balls and the electrostatic forces will extract out the ammonia and the UV light on the top of the machine are going to eliminate the bacteria that contain in the water. Ammonate water filters will be commercialized in and out of Malaysia by using the online platform such as Shopee and mudah.my for domestic purchases but for oversea purchases this product can be provided in the amazon and eBay depending on the demand whether it is relevant to be done. Ammonate water filters also have been planned to open its own website to make the customer explore the feature and to give them more understanding towards our particular product by reading all the information that have been provided on the website. Next, ammonate water filters also will open its own social media such as TikTok, Instagram and many more to enlarge the potential buyers and investors. However, we need to admit that in our country we have a lot of competitors which already exist in our country. In fact, some of them have big names such as Coway, Panasonic and many more. Their quality and effectiveness to filter water are undeniable because it is already proven by their customer itself. This ammonate water filter is a bit rare and different because ammonate water filter is specifically designed for agricultural activities. In addition, ammonate water filters can be customized according to our customer request. This can be proved because we cannot expect each of our customers to have a large capacity of fishpond in which they need to use the big ammonate water filter, sometimes they only use it for aquariums at home so the size needs to be adjusted based on their request. Ammonate water filters will be commercialized in various channels as much as possible to make sure our market potential size in this country can be increased. The profitability will come from the product itself, postage fees, the unit selling, and advertisement. Newra enterprise consist of six members which is Muhammad Mirzaieman Bin Othman as a general manager, the administrative manager is Maya Syamelia Binti Yahya, for the financial manager is Intan Syafika Binti Baharudin, Izy Sanddy play the role as computer information system (IT) manager, Awang Ku Muhd Alif Qayyum Bin Awang Mesia as the operating manager and Muhammad Hidayat Bin Adam as the marketing manager.

2.0 PRODUCT DESCRIPTIONS

2.1 Description of the Product

Ammonate water filter is a rectangular shape of coated stainless steel in which has the anti-rust property. The most crucial part in the machine was the aerodynamics of the machine and the ball inside the machine that will expel the ammonium ion in the water. Ammonate water filters are convinced as a user and eco-friendly product which can be installed in a variety of aquatic environments if there is aquatic life in the water. The friction that happens when the water flows in between the balls will make an electrostatic force in which will retain the ammonium ion from released into the water. The basic idea for this machine is to create a conducive and to maintain the freshness of the water for marine life from the ammonia which is toxic to them.

2.2 Applications and the Descriptions of the Product

Ammonate water filter was invented specifically for the agricultural workers who struggle to find a product that can substitute ready stocked products available in the market that are quite expensive. The primary application for this product is to be applied in the pond that has a large number of fish. Logically, when the aquatic animals are increased the concentration of ammonium ions will increase too. This is because the animal will produce feces which is the final product from the digestion process. Meanwhile, for the secondary application our product can be applied in our home, small capacity of fish pond, drain and many more according to customer needs. The reason our machine can be obtained in a mini version for the secondary application is because to make it portable and easy to operate.

2.3 The Unique Features of the Product

The unique feature of this particular product is the aerodynamic features which give the flow of the water will become smoother compared to other brands. Most of the brand is well covered and there are no aerodynamic features that have been implemented in their product. Other than that, our product also consists of balls which must be changed once in three months. The user itself can manage the maintenance on its own because it is easy and can save time to do it. It is so functional and effective to ensure that the quality of our water is safe for our marine life and friendly to the environment. It comes with a reasonable size which is portable to bring with us anywhere. Besides that, in our product there is UV light that will eliminate the bacteria in the water so that the water that have been through our filters is fresh and cleaned.

2.4 Development of the Product

The product has been developed in the three main phases of development. Firstly, the first phase is to make the case. In this phase the coated stainless steel will be cut according to the desired measurement whether it is small or large capacity usage, and it will be combined all together using the specific heavy-duty glue. Then for the second phase, this machine parts, which are the windows and the walls which are made from coated stainless steel will be assembled by using the riveter in order to create the aerodynamic design of the machine. The last phase of the development of the product is the completion phase of the machine when the balls will be filled inside the water filters and check the UV light whether it is in a normal condition and still functional. Finally, the product is fully developed and can be tested if there is any defect before it is going to be placed in the market.

2.5 The Patent or other Proprietary of the Product

Since this product is sole proprietorship, our product has our own label and has been certificated by SSM. Our company is not big enough to be a share partner with another company, so we start our company with our money.

2.6 The Opportunity for the Expansion of the Product

In this endemic phase of the economy, we can see our government has their own strategy on how to face challenges to build up and strengthen our country financially. During pandemic the online platform is the one of the most practical platforms to expand the business. As a company that produces the water filter that implements the technology in our product, we need to be alert and be more creative using the suitable channel such as by using Shopee, Facebook, and any other platform. This is because nowadays people tend to stay at home due to the restriction movement order by the government that has been reinforced in our country. Based on the survey that has been distributed our product has the potential to be expanded outside of our country due to the effectiveness to control the concentration of ammonium ion in the water. Lastly, Newra enterprise will utilize the online platform by increasing the online advertisement and via the social media which is the primary platform in this era.