Contents

[1.0 Executive Summary 1](#_Toc481635556)

[2.0 Company Goals and Objective 2](#_Toc481635557)

[2.1 Vision 2](#_Toc481635558)

[2.2 Mission 2](#_Toc481635559)

[2.3 Objectives 2](#_Toc481635560)

[3.0 Plan of Operation 3](#_Toc481635561)

[3.1 Organization Chart 3](#_Toc481635562)

[3.2 Description of Management 3](#_Toc481635563)

[4.0 Business and Industry Profile 6](#_Toc481635564)

[5.0 Business Strategy 7](#_Toc481635565)

[5.1 SWOT Analysis 7](#_Toc481635566)

[5.2 Competitive analysis 8](#_Toc481635567)

[5.3 Key success factors 8](#_Toc481635568)

[5.4 Future forecast 9](#_Toc481635569)

[6.0 Company Product 10](#_Toc481635570)

[6.1 Product Idea and Design 10](#_Toc481635571)

[6.2 Product Features 10](#_Toc481635572)

[6.3 Key Specifications 10](#_Toc481635573)

[7.0 Marketing Strategy 11](#_Toc481635574)

[7.1 Target Market 11](#_Toc481635575)

[7.2 Potential for Growth and Opportunity 11](#_Toc481635576)

[7.3 Promotion 12](#_Toc481635577)

[7.4 Advertising 12](#_Toc481635578)

[8.0 Financial Status 14](#_Toc481635579)

[8.1 Sales Forecast 14](#_Toc481635580)

[8.2 Cash Flow Projection 14](#_Toc481635581)

[8.3 Profit and Loss Projection 15](#_Toc481635582)

[8.4 Balance Sheet Projection 16](#_Toc481635583)

[9.0 Problem Identification and Recommendation 17](#_Toc481635584)

[10.0 Review of Business Idea and Justification 19](#_Toc481635585)

[References 20](#_Toc481635586)

[Appendix 1 i](#_Toc481635587)

# 1.0 Executive Summary

Canon Inc. will be unveiling its latest innovation, a newly designed portable printer, ACEPrinter. In order to fully utilize new technologies and keep up the pace with current trends, the concept of a mini-sized portable printer has been made into reality with the ACEPrinter. ACEPrinter features a sleek and light-weight design that can be easily attached onto the base of laptops allowing multiple functionality such as printing, scanning, and making photocopies of documents anytime and anywhere. According to third party researches, most university students tend to complain about the crowds in printing shops where they are not able to print their important documents immediately. Our primary targets are mainly directed towards university students followed by white collar workers where their job requires them to meet clients to close deals and sign important contracts. Canon Inc. practises the four business strategies which consists of SWOT analysis, competitive analysis, key success factor, and future forecasts. This allows us to further understand and analyse the current market with a clear goal in mind; which is to contribute towards the success of the organization and ACEPrinter. Canon plans to launch ACEPrinter in Asia starting from June 2017 onwards and continue expanding its businesses across Europe within 3 years. We project a net profit of RM10000 and a 14% growth rate within the first year, and estimate a gradual increase of RM5000 in terms of profit and a 18% growth rate per year. After considering the reduction of direct cost of sales and purchasing materials, net revenue is projected to reach RM30000 in the 3rd year of sales as our operation becomes smoother and efficient.

# 2.0 Company Goals and Objective

## 2.1 Vision

To lead the world to a new generation.

## 2.2 Mission

Motivating employees to think creatively and provide contribution in the field of technology innovation to gain competitive edge over other manufacturers.

## 2.3 Objectives

1. Emerge as one of the leaders in the printer manufacturing industry.
2. Receive the largest market share in printer technology in Asia.
3. Provide customers with a product of quality and innovative technology that is able to meet and exceed their expectations.

# 3.0 Plan of Operation

## 3.1 Organization Chart

## 3.2 Description of Management

Our management team is committed in advancing the organization through thoughtful and experienced leadership while enhancing the daily lives of our employees, customers and partners. We are a team of five, ranging from managers to the CEO.

**Chian Yang Hui, CEO (Chief Executive Officer)**

* She received her MBA from UCLA Anderson School of Management and her bachelor's degree in Applied Mechanics from the University of California, San Diego.
* She worked for Bloomingdales for 5 years. Besides, her previous work was at Neiman Marcus where she assumed the position as the executive vice president. Ever since she joined Canon, she started off as a consultant and then climbing up the corporate ladder as chief operating officer (COO) before landing on her current position as Chief Executive Officer (CEO). (Staff, n.d.)
* As a CEO, her responsibilities is to oversee the entire organization’s performance, communicate with the board of directors, and taking full responsibilities in shaping the organization.

**Sandra Lee Xiao Xuan, Sales & Marketing Manager**

* She has earned her master's degree in Digital Marketing from the University of Toronto, Canada.
* After graduating from Toronto, she worked for Basis Technology from 2002 to 2013, where she was part of a management trainee program. In 2013, she started working for Canon, she started off as a staff and assumed the sales and marketing manager position in 2016.
* Her responsibility is to develop marketing strategies for the company in line with the company’s objectives, coordinating marketing campaigns with sales activities to interact with the markets with the company’s product.

**Patricia Lee Peh Jie, Technical Manager**

* She received her MBA from UCLA Anderson School of Management, while her master’s in Civil Engineering from Columbia University.
* She had previously worked for Fusion-IO as an assistant engineer. In 2011, Canon offered her the position as a technical supervisor, and later on took the position of technical manager in 2015.
* Her responsibilities is to provide technical directions and solutions for the system development and making sure all the machinery are in working condition. ("Technical Director", n.d.)

**Lim Mei Xin, Operations Manager**

* She received her Bachelor of Business Administration (Honors) in Operational Management in Southern New Hampshire University, US.
* She had gained lots of experience from previous companies such as Panasonic and Brother. During her time with Panasonic, she had launched a few operational plans that aided Panasonic to lead their workers in achieving their organizational goals.

**Lee Li Wen, Financial Manager**

* She received a bachelor's degree in Financial Engineering from California State University, Northridge.
* Before joining Canon, she had an advisory role in OCBC bank with 7 years of experience.
* She is responsible for record-keeping, financial reporting and financial planning. She also tasked with cost benefit analysis, forecasting needs, securing new funds, and budget management.

# 4.0 Business and Industry Profile

*Graph 1 shows the product life cycle stages.*

During the launch of ACEPrinter in the printer manufacturing industry. Within this period of time it is known as start-up, or in the stage of introduction. This stage of the cycle is one of the most challenging and cost-consuming stage prior to our company’s launch of ACEPrinter. In this stage, our business needs to consider our cash reserves and sales expectations. This is due to the fact that we are launching an entirely new product that has a minor market size in the beginning. (Petch, & more, 2006)

A successful start-up leads to the second level, growth stage. This stage reflects the largest increase in profits during the product's entire cycle. Customers accept our brand new product, ACEPrinter and gains interest and satisfaction of the public towards ACEPrinter. Therefore, we can generate a large scale of revenue and increase the amount of customer at a very fast pace. These revenues may help our business to account for operating expenses.

Moving on forward after the growth stage, our business may reach the peak of the printer manufacturing industry and has matured. During this stage, our ACEPrinter has to dominate its existence in the market. Other competitors enter the market with new printer innovations while providing new functionality and ease of use, thus, competition in the market is tough. Even though our business is still growing at this stage but it is not at the substantial rate compared to the growth stage.

The last stage is decline in which is the period where the graph starts declining gradually, where in this case shows the falling in both sales and profit. The sales of ACEPrinter will begin to decline as it reaches its saturation point. At this point of time, most products have already discontinued production due to the decrease in sales and competition. ("Exploit the Product Life Cycle", 2017)

# 5.0 Business Strategy

## 5.1 SWOT Analysis

|  |  |
| --- | --- |
| **Strengths**  **• *Strong brand name***  Canon has a strong brand image and high reputation in worldwide. It is one of the leaders in camera and printer sector. With high brand name, it helps to bring in new customers and make company become more effective in global.  • ***Cost Advantages***  This printer had the lower price as compare to other companies because we are tried to reduce the cost of production and gain market share. Cost advantages will give positive impact on Canon which is increase the value of company. And this will lead to higher profit for our company. | **Weakness**  • ***Limited cash flow.***  We only have limited amount of funds to spend on a several things such as production, advertising, logistic and others. So we need to gain profit as fast as possible we can so that we can expand our business, as well as make improvement on our current product through research and development.  • ***High advertising costs***  Since our ACEPrinter are new to the market, we need advertise a lot to promote the products into the market. We will advertise the printer through television advertising. This will involve high advertising cost at the introduction stage of the products. |
| **Opportunities**  • ***New technology***  The printer that we created is totally brand-new and innovative in the global market. We are adopt an advanced technology to compete successfully on the international market.  • ***New markets***  New markets allow us to expand our market internationally. We can expand our products into emerging countries such as China, United States, Brazil, and Russia. | **Threats**  • ***International competitors***  We facing numerous competitors and they have many competitive advantages over us. Customers can easily switch to another product if they unsatisfied with our products.  • ***Bad economy***  Bad economy will hurt the sales of our products. It will decrease our potential customers as the world economy are weakening. |

## 5.2 Competitive analysis

We found that we had 3 stronger competitor to compete with our products that is HP, Brother and Epson. These three company have the highest sales of printer in the world.

|  |  |  |  |
| --- | --- | --- | --- |
| **Company** | **Hewlett-Packard (HP)**  Image result for hp logo | **Brother** | **Epson**  Image result for Epson   logo |
| **Price** | RM449.00 | RM599.00 | RM619.00 |
| **Experience** | 78 years | 63 years | 75 years |
| **Function** | Count documents with sharp black text in laser printing. | Reduce ink wastage with individual ink bottle refill. | Allows easy and flexible printing from electronic devices through wireless. |
| **Advantages** | Help to save energy with auto on/off mode.("Single and Multifunction Printers | HP® Malaysia", n.d.) | Help to saves paper when viewing drafts or layouts.("Printer HTML | Brother", n.d.) | Wi-Fi connectivity allows to print at anywhere.(Features, n.d.) |

## 5.3 Key success factors

* Innovation on an existing product

Our company is creative in making further improvements on the laptop by designing a printer to allow better functionality and portability for users.

* Customer service

Our company employees are attentive and patient towards customers when explaining our new product to them. Feedback and comments from customer and stakeholders are the most valuable contribution to our company as it helps us to make room for improvement and continue to serving our customers with better product service.

* Cooperation within the department

We will never stop innovating no matter how successful we are, every department is responsible to tweak and make room improvements for our products. Our production team and research and development (R&D) team should work together and design even better products to ensure that we will make it to the top one day.

## 5.4 Future forecast

The development of technology was a great milestone in the world of information and communication. Since our product offers many benefits we believe that our product can easily launch into the market as our product is very unique and creative. We would also promote our product mainly through internet such as Facebook, Instagram and YouTube. Internet have eased modern life and helped to increase the speed of news and information is spread around the global. We will mass sales this product in the market. Customers will choose our product as it is better that buy both laptop and printer. We believe that our product is the main choice of consumer.

# 6.0 Company Product

## 6.1 Product Idea and Design

Our product is ACEPrinter which can be installed in laptop to form the printer-laptop convergence. We inspired this product idea when we saw an insurance consultant was dealing an insurance with his customer, when proceeding to sign contract, he just realise that there is a word missing in contract. So he cannot sign the contract with the customers. It is very inconvenient to both parties. If he purchases our ACEPrinter, he can take out his laptop that convergence with ACEPrinter correcting the mistakes immediately and reprint it. It can be done in 1 second and anywhere by clicking a “enter” key to print.

In the product’s design, ACEPrinter is assembled under the bottom of laptop to form printer-laptop convergence. A software installed in laptop that can conduct ACEPrinter to print. For the scanning and photo-stating function, ACEPrinter has a flip to open the case and close back, click an “enter” key in laptop keyboard and it will start scan and print automatically. The sample ACEPrinter had be attached. (Refer to appendix 1)

## 6.2 Product Features

|  |  |
| --- | --- |
| **Model** | Canon ACEPrinter |
| **Color** | Black, Grey, White |
| **Size (Long × Width × Height)** | 32cm × 23m × 1.5cm |
| **Weight** | 1.15kg |

## 6.3 Key Specifications

* All printing functions are coordinated by ACEPrinter software that installed into laptop.
* Focus in copy, scan, and print automatically on both sides of a sheet of paper.
* Papers enter and exit from the left side 2 lines, bottom line is to put in the paper and the up line is to let the paper print out.
* Have 2 adjusting clips to print out different size of paper.
* Maximum paper size is A4, black and white photocopy take 13 seconds, colour photocopy takes 20 seconds to print out.
* Back of ACEPrinter have 4 small rubber feet is made of durable hard to prevent the bottom surface from scratching.
* Printer ink is design like USB Pendrive that easy to bring anywhere, can print out maximum 1200 piece of paper.
* The Pendrive ink consist of both black and white and colour ink.

# 7.0 Marketing Strategy

## 7.1 Target Market

*Figure 1: Total size on target market*

Our product is a portable printer that install into the laptop. So, we will set our target market to those who having a laptop. Our target market is segmented into two groups which is university students and white-collar worker who deals with contracts frequently . Demographic profile for each target group:

|  |  |  |
| --- | --- | --- |
|  | University students | White-collar worker |
| Age | 18-24 | 25-55 |
| Gender | Female, male | Female, male |
| Location | College, university | Firm |
| Occupations | Part-time students | Employees |
| Income | Around RM500 | Above RM3000 |
| Education | Undergraduate, postgraduate | Graduated |
| Industry | Education | Business |

## Image result for printing industry analysis7.2 Potential for Growth and Opportunity

*Figure 2: Packaging printing market size from 2015 to 2020 in USD.*

As we can see from the chart below, the projected market size and compound annual growth rate (CAGR) of printing for year 2020 (red bar) will increase more than expected in the year 2015 (blue bar). The percentages are increasing steadily due to the help of internet. Nowadays, the internet has become a necessity to almost everyone. The usage of internet is increasing significantly from time to time and has led revolution in the printing sector. A lot of data and documents need to be printed out through home printer or office printer. With accordance to this, this is a golden opportunity that we can make use of it. We will be designing a printer that can be latched together with their own laptop, which mean that people can bring their laptop and print out the files they need from now and then. To be precise, if they were to obtain this combination of printer and laptop it will be more convenient and time-saving for them.

## 7.3 Promotion

The price of our products is set at the low price in order to increase sales volume. Once the products gains more market share in the market, we will raise our price to a reasonable and expected price level. The normal price for the printer including installation is RM200, which is lower than the price of our competitors. We offer a discount to university students because they didn’t earn much income and cheaper price will let them decide to buy it. Besides, we also use bundle pricing for our products. We will bundle our printer and printer ink at a reduced price. The price of printer and printer ink is RM200 and RM50 respectively. If customers buy these two products at the same time, they will get a discounted price at RM230 which is cheaper than buying separately.

## 7.4 Advertising

We are giving more emphasis on television, newspaper and social media advertising. Advertising through those options is the most effective way to reach the target audience and position our brand-new products in their mind. For example,

* *Television Advertisement*

Television advertising has visual advantage and broad coverage to the audience .We will focus our advertising on window-shopping channels, lifestyles channels, entertainment channels and drama channels. Those channels are having more target audience. We will come up with a creative ad to promote our products.

* *Newspaper Advertisement*

Newspaper is considered a low cost advertisement to consider. We are going to publish the products on Malaysia top 5 newspaper which is The Star, New Straits Times, Sin Chew Jit Poh, Utusan Malaysia and China Press. Readers can easily get caught by advertisements because the advertisement are image-based. We are planning to post it for about 2 weeks on the newspapers.

* *Social Media Advertisement*

In this day and age, everyone uses social network to look up for information, entertainment, and online shopping. There is an opportunity for us to post our advertisements on social media. We prefer to post it on Facebook, Twitter and Instagram. The similarities of these three social networking are one of the top 3 largest social networking that use by worldwide. It creates a lot of business opportunities to e-commerce.

# 8.0 Financial Status

## 8.1 Sales Forecast

|  |  |  |  |
| --- | --- | --- | --- |
| Sales Forecast | | | |
| Sales | Year 1 | Year 2 | Year 3 |
| Printer | RM 65 000 | RM 120 000 | RM 200 000 |
| Other | RM 0 | RM 0 | RM 0 |
| Total Sales | RM 65 000 | RM 120 000 | RM 200 000 |
| Direct Cost of Sales | Year 1 | Year 2 | Year 3 |
| Administrative costs | RM 15 000 | RM 30 000 | RM 50 000 |
| Other | RM 0 | RM 0 | RM 0 |
| Total direct cost of sales | RM 42 400 | RM 62 900 | RM 71 400 |

We had develop a 3 years sales forecast for our products. We believe that our products will have an extensive growth for next several years due to rising of the internet and sales of laptop. People now will select more convenient printers to print out their works.

## 8.2 Cash Flow Projection

|  |  |  |  |
| --- | --- | --- | --- |
| **Cash Flow Projection** | | | |
|  | Year 1 | Year 2 | Year 3 |
| Opening Cash Balance | 0 | RM 80 600 | RM 107 700 |
| **CASH IN** |  |  |  |
| Cash from sales | RM 65 000 | RM 120 000 | RM 200 000 |
| Loan from bank | RM 100 000 |  |  |
| **Total Cash In** | RM 165 000 | RM 120 000 | RM 200 000 |
| **CASH OUT** |  |  |  |
| Rental | RM 10 000 | RM 10 000 | RM 10 000 |
| Salaries | RM 15 000 | RM 18 000 | RM 20 000 |
| Utilities | RM 4 000 | RM 4 000 | RM 4 000 |
| Taxes | RM 1 500 | RM 2 000 | RM 2 500 |
| Professional services (accounting) | RM 5 000 | RM 5 000 | RM 5 000 |
| Advertising | RM 6 500 | RM 6 500 | RM 6 500 |
| Repayment for loan | RM 25 000 | RM 25 000 | RM 25 000 |
| Insurances | RM 400 | RM 400 | RM 400 |
| Suppliers | RM 17 000 | RM 22 000 | RM 28 000 |
| Total Cash Out | RM 84 400 | RM 92 900 | RM 101 400 |
| Closing Cash Balance | RM 80 600 | RM 107 700 | RM 206 300 |

We have developed a projection of cash flow on how much cash will flow in and flow out on the business in 3 years.

## 8.3 Profit and Loss Projection

|  |  |  |  |
| --- | --- | --- | --- |
| **Profit and Loss Projection** | | | |
|  | Year 1 | Year 2 | Year 3 |
| **Income** |  |  |  |
| Sales | RM 65 000 | RM 120 000 | RM 200 000 |
| Cost of Goods Sold | RM (15 000) | RM (22 000) | RM (28 000) |
| Gross Profit | RM 50 000 | RM 98 000 | RM 172 000 |
| **Expenses** |  |  |  |
| Rental | RM 10 000 | RM 10 000 | RM 10 000 |
| Salaries | RM 15 000 | RM 18 000 | RM 20 000 |
| Utilities | RM 4 000 | RM 4 000 | RM 4 000 |
| Taxes | RM 1 500 | RM 2 000 | RM 2 500 |
| Professional services | RM 5 000 | RM 5 000 | RM 5 000 |
| Advertising | RM 6 500 | RM 6 500 | RM 6 500 |
| Insurance | RM 400 | RM 400 | RM 400 |
| Total Expenses | RM 42 400 | RM 45 900 | RM 48 400 |
| **Net Profit** | **RM 7 600** | **RM 52 100** | **RM 123 600** |

## 8.4 Balance Sheet Projection

|  |  |  |  |
| --- | --- | --- | --- |
| **Balance Sheet Projection** | | | |
| **Assets** | Year 1 | Year 2 | Year 3 |
| Current Assets |  |  |  |
| Cash | RM 80 600 | RM 107 700 | RM 206 300 |
| Inventories | RM 200 000 | RM 300 000 | RM 400 000 |
| Short-term investments | RM 20 650 | RM 22 370 | RM 25 480 |
| Total Current Assets | RM 301 250 | RM 430 070 | RM 631 780 |
| Fixed Assets |  |  |  |
| Property, plant and equipment | RM 424 000 | RM 496 800 | RM 551 390 |
| Long-term investments | RM 67 860 | RM 73 680 | RM 77 540 |
| Motor vehicles | RM 15 690 | RM 23 050 | RM 28430 |
| Total Fixed Assets | RM 507 550 | RM 593 530 | RM 657 360 |
| **TOTAL ASSETS** | **RM 808 800** | **RM 1 023 600** | **RM 1 289 140** |
| **Liabilities** | Year 1 | Year 2 | Year 3 |
| Current Liabilities |  |  |  |
| Account payable | RM 17 000 | RM 22 000 | RM 28 000 |
| Accrued income taxes | RM 30 500 | RM 65 430 | RM 80 580 |
| Accrued expenses | RM 150 530 | RM 203 910 | RM 235 450 |
| Short-term loans | RM 18 410 | RM 22 320 | RM 26 490 |
| Total Current Liabilities | RM 216 440 | RM 291 660 | RM 370 520 |
| Long-term Liabilities | RM 100 000 | RM 120 000 | RM 135 000 |
| Total Liabilities | RM 316 440 | RM 411 660 | RM 505 520 |
| **Equity** |  |  |  |
| Common stock | RM 250 000 | RM 250 000 | RM 250 000 |
| Legal reserve | RM 65 500 | RM 72 000 | RM 80 890 |
| Retained earning | RM 176 860 | RM 289 940 | RM 452 730 |
| Total equity | RM 492 360 | RM 611 940 | RM 783 620 |
| **TOTAL LIABILITIES & EQUITY** | **RM 808 800** | **RM 1 023 600** | **RM 1 289 140** |
| Net Worth | RM 492 360 | RM 611 940 | RM 783 620 |

Table below are the balance sheet projected in 3 years.

|  |  |
| --- | --- |
| Problem Identification | Recommendations |
| **i)** **Software problem**  Pinter only works in 64bits and window version 8 and above. If customer’s laptop is 32bits and old version windows, printer might failed install. | * If customer’s laptop is old windows version, we'll ask our information system technology professor help them install latest version and it only charge for RM30. * If the laptop is 32bits we will help them upgrade the RAM and charge another RM50. |
| **ii)** **Financial problem**  We had no enough funds to start up the production of printers. | * Find financial resources of investor from international company that interested with our product. Their investment can support us to start hiring workers and start the production line. * Take a full loan amount of RM 100 000 from UOB Bank. The interest charged is 9.99% per year. The payback period will be five years and monthly repayment will be around RM2500. |
| **iii)** **Pendrive ink**  Although pendrive ink is refillable but if customers want to refill the ink they have to go to any computer shop and seek help from the professional workers. This is very inconvenient for the customers. | * Modify the pendrive ink become easier for customers to refill. * Seek for more partners to become our product agency. Therefore, customers can be more convenience when they want to refill the pendrive ink. |

# 9.0 Problem Identification and Recommendation

|  |  |
| --- | --- |
| Problem Identification | Recommendations |
| **iv) Height of the printer**  The height of the printer only can fill at most 5 papers at once. Customers need to bring extra papers for back up. | * Design a protective bag for the laptop and insert a space to let customers put the papers, so the papers would not wrinkled easier. |

# 10.0 Review of Business Idea and Justification

We found that there are a few rooms for improvements and tweaks on our product.

First and foremost, ACEPrinter does not possess a tray to place papers in and out of the printer. This causes a tedious process in which the user must wait for the printer to print the documents piece by piece and there is a possibility that the paper might go missing in a scenario where the user have misplaced the printouts. We might design a motorized button and a thin drawer-like tray in ACEPrinter so that the tray is able to collect the paper in an organized manner. The function of the motorised button is used to open or close the drawer-like tray. The tray is designed as “intended” so that the paper will be stashed neatly in the tray.

For our marketing strategy, instead of advertising on newspapers and social media, we can organize roadshows at universities and companies. Although advertisements allows more people to know about our product, they do not have the privilege to try out our products first before purchasing. By organizing roadshows, we can establish a direct communication and demonstration to our target audience. It allows consumers to have a better understanding towards ACEPrinter which aims to provide confidence to potential customers.

Other than that, we may leaning towards bio-degradable options. In previous years, electronics are often discarded once they start to show signs of age and problems, this is where new line-ups of the refreshed products are introduced. People start seeing electronic gadgets as disposables and when people with the same thinking does that, electronic waste starts to accumulate but neither of them are bio-degradable. Thus, we have thought of redesigning the chassis of ACEPrinter using bio-degradable materials instead. We may have thought of an idea to encourage our customers to recycle their products when they intend to purchase our latest models. The idea is to allow customers to trade-in their current generation of our ACEPrinter and we will offer them a higher cash rebate when they decide to purchase the next generation of our ACEPrinter line up.

To conclude, we have simply introduced a few strategies to further increase our profit while at the same time improving functionality as what we mentioned earlier about having a motorized tray to store and collect papers in an orderly manner. Also, we expressed our concerns towards our environment by going green with bio-degradable parts.

# References

Staff, I. *Chief Executive Officer - CEO*. *Investopedia*. Retrieved from http://www.investopedia.com/terms/c/ceo.asp

*Technical Director*. *Creativeskillset.org*. Retrieved from http://creativeskillset.org/job\_roles/719\_technical\_director

*What's the Difference Between a Marketing Manager and a Marketing Director?*. *Work.chron.com*. Retrieved from http://work.chron.com/whats-difference-between-marketing-manager-marketing-director-7509.html

Petch, N., & more, R. (2006). *The Five Stages Of Your Business Lifecycle: Which Phase Are You In?*. *Entrepreneur*. Retrieved from https://www.entrepreneur.com/article/271290

*4 Stages of the Small Business Product Life Cycle • BusinessSetFree.com*. *BusinessSetFree.com*. Retrieved from http://www.businesssetfree.com/small-business-product-life-cycle/

*free SWOT analysis template and method, free swot analysis examples*. *Businessballs.com*. Retrieved from http://www.businessballs.com/swotanalysisfreetemplate.htm

*Single and Multifunction Printers | HP® Malaysia*. *Www8.hp.com*. Retrieved from http://www8.hp.com/my/en/products/printers/index.html#!view=column&page=1&facet=Home-home-office

*Printer HTML | Brother*. *Welcome.brother.com*. Retrieved 3 May 2017, from http://welcome.brother.com/my-en/products-services/printers/printers-html.html

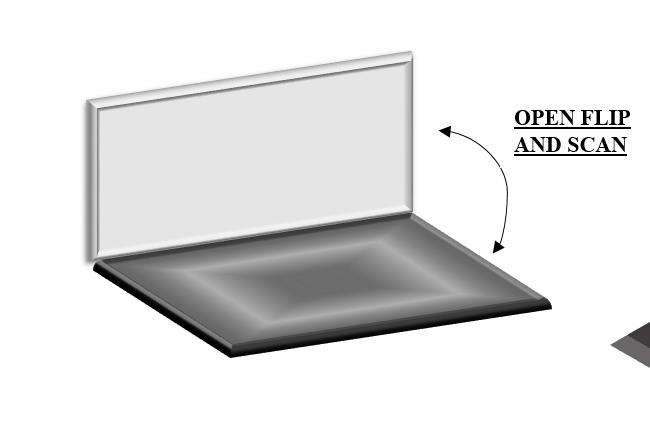
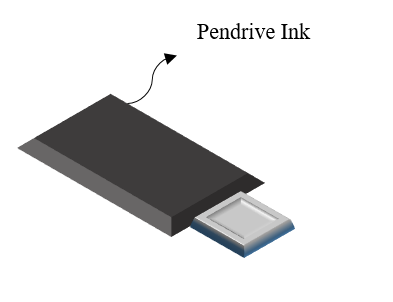
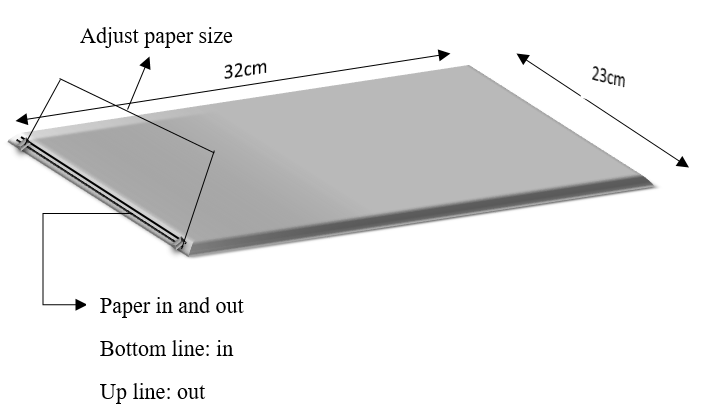
Features, G. *Epson WorkForce WF-100 Wi-Fi Inkjet Printer | Business Inkjet Printers | Epson Malaysia*. *Epson.com.my*. Retrieved 3 May 2017, from https://www.epson.com.my/For-Home/Printers/Inkjet/Epson-WorkForce-WF-100-Wi-Fi-Inkjet-Printer/p/C11CE05502

2020, T. *The Future of Global Printing to 2020 | Smithers Pira | Market Reports*. *Smitherspira.com*. Retrieved 3 May 2017, from http://www.smitherspira.com/industry-market-reports/printing/the-future-of-global-printing-markets-to-2020

Smithers Pira.(2014). Global printing market to top $980 billion by 2018. Retrieved from

http://www.smitherspira.com/news/2014/january/global-printing-market-to-top-980-billion-by-2018

# Appendix 1

****

Scanning and Photostatting Flip

Pendrive Ink

Front

Back