

LEAN BUSINESS PLAN

AceTech Company	
Identity AceTech creates impeccable portable storage device for person that need to keep a lot of files	Problem Lack of storage capacity will lead to computer unable to download certain size of file, unable to install software and can not store data
Our solution Portable storage from our creation has lightning-fast speed and made from strong and premium material	Target market The target customer are PC user, gamer and university student who require more space to store their data and files
The competition Most big company will try to develop cloud storage, we have taken another approach to reduce the competition by selling a storage that is always available to the customer	Revenue streams AceTech will sell its product on online platform such as Shopee, Lazada and Amazon
Marketing activities AceTech will connect to the customer through social media ads, web page ads and virtual poster	Expenses <ul style="list-style-type: none">• Materials for portable storage device such as copper, plastic and steel• Discount, free postage and free gift cost• Warehouse for inventory storage
Team and key roles Project Manager : Ariq Ghazi Vice Manager : Tay Wei Jian Marketing & Survey Team : Radin, Adam, Tan Jia Xuan As the yield increase, AceTech will consider to add a few employees to assist in different management	Milestones As the company become more successful, AceTech will start to approach more different target customer

Pitching Video Link: <https://youtu.be/53XRtYAijs>