

ONLINE CAMPUS BROADCAST (OCB)
(View Live Streaming Video from Your Campus)

This report submitted to Graduate School in partial fulfillment of requirement for the degree Master of Science (Technopreneurship), Universiti Utara Malaysia.

By:

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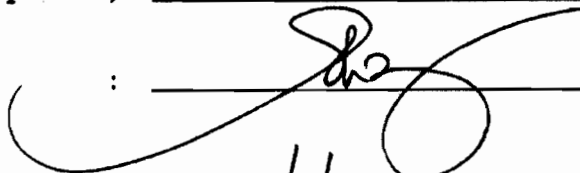
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EXECUTIVE SUMMARY

AMS Solution is designed to be a one-stop centre IT solutions center by providing ICT product which includes computer maintainance, supply and services. We also focused on development of Multimedia product such as web based development as portal, montage, video interactive and software development. In line with the company's start-up plan, we focus on the development of software products and multimedia development products. With the skills and willingness to produce new innovative products, we try to fulfill the customer's need and we try to find the solutions.

Having a vast experience in the development of software and multimedia product. *AMS Solution* has come out with a new branding product call *Online Campus Broadcast* (OCB).

Online Campus Broadcast or OCB is the Portal Web TV. The brand name uses campus because this application is targeted to get more interaction to the youngster when using this platform. This is part of our strategy to grab the market segmentation involving youngster. This market segmentation is very big and most of the internet user's age between 13 years old to 29 years old (Wikipedia: *Internet User*)

OCB is the streaming video content that the user can watch live streaming or recorded video content. User can also watch the satellite television from OCB player. User can register OCB for free. User must pay the access to watch satellite television such IP TV from worldwide channel.

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TABLE OF CONTENTS

| | |
|-------------------------|-----|
| PERMISSION TO USE | i |
| EXECUTIVE SUMMARY..... | ii |
| ACKNOWLEDGEMENTS | iii |
| TABLE OF CONTENT..... | iv |
| LIST OF TABLES | vii |
| LIST OF FIGURES..... | xi |

CHAPTER ONE: INTRODUCTION TO THE COMPANY

| | |
|--|----|
| 1.1 Company Background..... | 1 |
| 1.2 Business Intent..... | 2 |
| 1.3 Growth Strategies..... | 3 |
| 1.3.1 Financial Strategies..... | 3 |
| 1.3.2 Technology and Product Development Strategies..... | 4 |
| 1.3.3 Marketing Strategies to Increase Market or Mind Share... | 5 |
| 1.4 Target Markets..... | 6 |
| 1.5 Revenue Model..... | 7 |
| 1.6 Operational Setup..... | 8 |
| 1.7 Long Term Goals of company..... | 8 |
| 1.8 Market and Competitors | 10 |
| 1.8.1 Market Analysis..... | 12 |
| 1.8.1.1 World Internet Market Analysis..... | 12 |
| 1.8.2 Customer Analysis..... | 23 |
| 1.8.3 Competitor Analysis..... | 24 |
| 1.9 Strength and Weaknesses or SWOT | 25 |

CHAPTER TWO: EMPLOYMENT OF KNOWLEDGE WORKER

| | |
|----------------------------------|----|
| 2.1 Management Team..... | 27 |
| 2.2 Organizational Chart..... | 29 |
| 2.3 Human Resource Plan..... | 29 |
| 2.3.1 Position Profile..... | 30 |
| 2.3.1.1 Project Manager..... | 30 |
| 2.3.1.2 Editor..... | 32 |
| 2.3.1.3 Programmer..... | 32 |
| 2.3.1.4 Marketing Executive..... | 33 |
| 2.3.1.5 Clerk..... | 33 |

CHAPTER THREE: PRODUCT DESCRIPTION

| | |
|--|----|
| 3.1 Product Overview..... | 34 |
| 3.2 Customer Value Proposition..... | 35 |
| 3.3 Objectives..... | 35 |
| 3.4 Scope of the Product..... | 36 |
| 3.5 Uniqueness of the Product | 36 |
| 3.6 Target User..... | 37 |
| 3.7 Product Features..... | 37 |
| 3.8 Product Limitations..... | 40 |
| 3.9 Development Tools..... | 41 |
| 3.10 Hardware and Software Requirements..... | 43 |

CHAPTER FOUR: MARKETING PROGRAM

| | |
|--|----|
| 4.1 Marketing Overview..... | 45 |
| 4.2 Marketing Programs/Plans..... | 46 |
| 4.3 Branding & Promotion strategies..... | 47 |

CHAPTER FIVE: FINANCIAL PROJECTIONS

| | |
|-----------------------------|----|
| 5.1 Financial Overview..... | 48 |
| 5.2 Financial Plan..... | 48 |

CHAPTER SIX : CONCLUSIONS AND SUGGESTIONS..... 66

REFERENCES..... 67

ANNUAL REPORT..... 68

APPENDICES

 APPENDIX A: Company Profile..... 85

LIST OF TABLES

| Title | Page |
|---|-------------|
| Table 1.1 : The Internet Big Picture World Internet Users and Population Statistics | 13 |
| Table 1.2 : Top 20 countries with highest number of internet users | 16 |
| Table 1.3 : Internet Users and Population Statistics for Asia | 18 |
| Table 1.4 : Asia Internet Usage and Population | 20 |
| Table 1.5 : Malaysia Users and Population Statistics | 21 |
| Table 1.6: Product Comparison | 25 |
| Table 2.1: Unit Personnel | 29 |

| | |
|---|----|
| Table 5.1 : Start-up Expenses | 48 |
| Table 5.2 : Start-up Assets Needed | 49 |
| Table 5.3 : Hardware | 50 |
| Table 5.4 : Software | 50 |
| Table 5.5 : Office Equipment | 51 |
| Table 5.6 : Investment & Start-Up Expenses | 52 |
| Table 5.7 : Assumption rate | 52 |
| Table 5.8: Year 1 | 53 |
| Table 5.9 : Year 2 | 53 |
| Table 5.10 : Year 3 | 54 |
| Table 5.11 : All Accumulate Amount | 55 |
| Table 5.12 : Administration Expenses | 55 |
| Table 5.13 : Basic Salary | 56 |
| Table 5.14 : Monthly Salary | 57 |
| Table 5.15 : Yearly Salary | 57 |
| Table 5.16 : EPF | 58 |
| Table 5.17 : SOKSO | 58 |
| Table 5.18 : Monthly Utilities | 59 |
| Table 5.19 : Yearly Utilities | 60 |
| Table 5.20 : Office Rental | 60 |
| Table 5.21 : Content Research & Development | 60 |
| Table 5.22 : Computer Equipment | 61 |
| Table 5.23 : Office Equipment | 61 |

| | |
|---|----|
| Table 5.24 : Total Depreciation | 61 |
| Table 5.25 : Total Operational Expenses | 62 |
| Table 5.26 : Services & Sales | 62 |
| Table 5.27 : Unit Price | 63 |
| Table 5.28 : Total Sales | 63 |
| Table 5.29 : Profit & Lost (3 Years) | 63 |

LIST OF FIGURES

| Title | Page |
|---|-------------|
| Figure 1.1 : Our targeted yearly hit | 7 |
| Figure 1.2 :Internet Users in the World by Geographic Regions | 14 |
| Figure 1.3 : World Penetration Rates by Geographic Regions | 15 |
| Figure 1.4 : World Internet Users by World Regions | 15 |
| Figure 1.5 : Internet Top 20 Countries with Highest Number of Users | 17 |
| Figure 1.6 : Internet Top 20 Countries Percent of World Users | 18 |
| Figure 1.7 : Internet Top 20 Countries Penetration Rate | 18 |
| Figure 1.8 : Asia Top 10 Internet Countries | 19 |
| Figure 1.9 : Internet Penetration in Asia March 2009 | 19 |
| Figure 1.10: Household use of Internet by Gender | 21 |
| Figure 1.11 : Household use of Internet by Age Categories | 22 |
| Figure 1.12 : Household use of Internet by Main Use | 22 |
| Figure 2.1: Company Organization Chart | 29 |
| Figure 3.1: Interface Home | 38 |
| Figure 3.2: Streaming Interface for TV Channel | 39 |
| Figure 3.3: Interface Concepts (Sample) | 40 |

CHAPTER ONE

INTRODUCTION TO THE COMPANY

1.1 Company Background

All of the partners are from the Multimedia and IT background. Even though all of us came from the same background, but the expertise are totally difference and that differences we take as our strength. We divide our task to three parts, Technical, Marketing and, Administration. For the technical part, it will cover all about the research and development of the project. Marketing part is to make sure the project get to the targeted and potential customer. The administration part task is to make sure all the operational work smoothly. All parts have to make sure the project accepted by the customer.

- **Vision**

We aim to be one stop center IT provider in Web Application Development, Multimedia Development and IT Training.

- **Mission**

- To build a profitable company renowned for its quality.
- To develop and improve our product and services to meet our customer's needs.
- To continuously do research and development to remain competitive.
- To be a good corporate citizen.

The contents of
the thesis is for
internal user
only

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