### Objectives

- To promote electronic engineering
- To educate people to become more innovative and to be interested in designing the electronic components
- To provide products which are made easy and profound relevant to our daily life to motivate the teenagers in making their own products
- To provide website and a set of teaching material in parts, this called Wireless Searching System to trigger the interest of electronic engineering

### Designed circuits

[Diagram of designed circuits]

### Product & Conclusion

**Conclusion**

As for the Wireless Searching System, we decide to use the 10cm linear antennas because it is shorter. If the same L_i is applied on both linear and spiral antennas. Moreover, 20cm antenna is chosen because D>30cm, when L_i=30, which 30cm is sufficient for most of Hong Kong flat. For the Company Website, it’s very important to set up with a professional image. The standard website and mobile site can make sure everyone can browse our website easily.

**Product & Conclusion**

We are going to develop interesting materials to our target, to enhance their interests in electronic engineering. The product, Wireless Searching System, includes the transmitting signal component and the receiving signal component using P2262 and P22722 respectively. As our target group is mainly focusing on the students, we find this basic wireless remote control part which is commonly used in inexpensive wireless devices. Using radio waves for signalling to become our first teaching material.

**Conclusion**

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### Company Summary

Search World is an education-oriented company and triggers the interest of people in electronic system. To achieve our objective, we provide a S.I.F product – Wireless Searching System – to the student to arouse their interest in electronic engineering. Also, we built a website to promote our company and the objective.

Our target groups are mainly focused on the teenagers studying in primary school and secondary school in Hong Kong. Our company is the initiator in this industry. We foresee that the industry is important and necessary in Hong Kong nowadays, that the government is concerning on reusing the technology.

The mission of our company is to let people play hand, learn hard; learn more, play more!

### Business Model

Our product (S.I.F material) is selling in a package of buying the components of product and links to the video lecture on the website. We will sell the package to our target customers – students.

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### Products & Services

We have to work base on these three principles.

1. The learning value
2. The practicality
3. The creativity

The next part will talk about how we work on these three principles.

### Company Strategy

**Target**

Our sales target is aimed at the population of the students who are studying in primary school and secondary school. From the current demand in the market, we are going to create the new demand for the market. We may also cooperate with the government in order to target for subsidies to promotion.

**Customers**

The target customer is divided into 2 groups. The first group is the individual students who are interested in the scientific engineering, studying in the primary school and secondary school. The second group is the schools we cooperate to hold some classes in extra-curricular activities about making products in the aspect of scientific engineering.

**Marketing**

The marketing strategy is one kind of method to help our company to keep increasing sales and accomplish our competitive advantage sustainability – the position in the market. Our market position is to become a professional education institute.

**Promotion**

For a new company, a great quantity is needed to help our company to keep increasing sales and accomplish our competitive advantage sustainability – the position in the market. Our market position is to become a professional education institute.

### Startup Expenses

- **Rent**: 25% of total expenses
- **Employee**: 40% of total expenses
- **Equipment**: 10% of total expenses
- **Marketing**: 13% of total expenses
- **Supplies**: 7% of total expenses
- **Insurance**: 1% of total expenses
- **Other expenses**: 3% of total expenses

- **Startup Capital**

- **Net Profit**

- **Cash Flows**

- **Break Even Point**: 10 months