

ENT600**TECHNOLOGY BLUEPRINT****TECHNOLOGY BLUEPRINT TITLE****(Jeruk Ikan Masin Moyang-moyang)**

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Group Name :

Group Members : **Fatin Sabrina Binti Norazian (2016720867)**
Siti Zhulaika Binti Kamil (2017652132)
Abdul Rahman Bin Abdul Rahim (2017652148)
Muhamad Afiq Bin Jalaludin (2017652138)

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1.0 EXECUTIVE SUMMARY

We have been assigned to do an assignment of new product development. We choose “Jeruk Ikan Masin” as our new product. This “Jeruk Ikan Masin” has never been invented yet. Our business skills will focus on its research and development (RnD) that will come out with a new product. The concept of our product is “tasty and long lasting”. The concept that our team want to bring to the world is “Eat Malaysia’s Traditional Food”.

2.0 PRODUCT DESCRIPTION



The idea of inventing this product came from the uniqueness flavor combination which comes from generation to generation recipe from one of the group members. Our product, ikan masin jeruk moyang moyang is an improvised version of a dish from the usual boring fried salted fish. It consists of several ingredients which make up the uniqueness of the flavor. Ikan masin jeruk moyang moyang undeniably acts as the appetite booster. It carries numbers of benefits to the consumer.

As our product is packed in a jar, we did a survey on all the dish that serves in the tin jar. We found there are no products that have the same richness of flavor as our product that combines the saltiness of the tenggiri jeruk and the sourness of the bilimbi and also the spiciness from the chilies perfectly. Most of the products or dishes in the jar that is in the market are not as unique as our product that could not be found anywhere else, but only our company produce it. Since it is sold in a jar more secure and hard to break. It is also very practical, time-saving and easy to carry anywhere you go.

As we did a market survey, we found out UiTM students are one of the perfect target market for our product. This is because as mentioned above our product is very practical. Therefore, our product can be the perfect additional meal to their day to day meal. Other than that, our product can also be consumed with bread which can be a delicious additional flavor to the boring taste of bread. The combination of spicy, sour and salty is what makes our product different than the existing product in the current market.

3.0 TECHNOLOGY DESCRIPTION

As our product is food product the process of coming up with our product evolves around the usage of technology. We came up with a container that will help secure the product as well as sustain the longevity of the product. The lid of the container is an air-tight container lid that will let out gas outlet when closing the container. This air-tight container will avoid the product from falling out of the container. Furthermore, it will also help avoid unnecessary insects to enter the container.

The process of cooking this product takes quite a long time. This is to make sure the product is properly cooked and also to ensure the product is will not expired before the expiry date. Therefore, electrical slow cooker is used in the cooking progress. Slow cooker is believed to bring out the flavor of the dish. In addition, slow cooker uses less electricity than an oven. Hence this will reduce the unnecessary budget in producing this product.

As for the labeling procedure, we create the sticker for our labeling brand through a Microsoft power point software on the computer. The same software is used for the creation of the poster as well. This is very helpful to make the packaging more interesting in order to catch the customers' attention. By having a colorful sticker for labeling as well as an attractive poster alongside with the necessary information about the products, customers will be more interested to buy our product.

Through all the process and with help from technology usage, our product is practical enough for all of the population without age regard. It is safe to bring anywhere and also easy enough for the customers to bring the product anywhere.