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UNIVERSITY TEKNOLOGI MARA

BLUEPRINT TEMPLATE

FREQUENCY JAMMER DEVICE

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ACKNOWLEDGEMENT

We introduce a frequency jammer device to innovation for this era to become more various technology that can survive in future. People are obsessed to smartphones too much because of many interesting visuals and applications available such as video game, social media and more. By cutting off the frequency bands ranging from 3G until 5G signals. This product is our product that do not have in the market yet so, after the launching we can make money through it because of the new product. The frequency jammer device, which has already exists in the market, it is important to learn about the product, studying on its details and feature, analyzing suitable target customer and to convince people by commercializing our product. The idea of our product was generating based on the situation in the classroom or lecture hall where students do not really focus during learning session because they were being busy with their gadgets especially smart phones, just to scroll their social media and playing video games. Moreover, our mission not especially focus to lecture because it small market to focus. This product also can selling to office management that have meeting room and people in there should focus on the topic that have to discuss on meeting without any interrupt. Then, in military should be focus too because we make this product to cutting the frequency so, it will help any cyber-attack.

In research and development section, the detailed explanation of how the idea have generated and market survey has conducted. After that, the detailed study on target market is state as our product is intend to be used for corporates especially in the meeting room and the classrooms or lecture halls in academic institutions. Our product is creating in a portable way so that it can bring by the lecturers and staffs anytime and anywhere in the pocket. A 3D design of our early product has done based on the existing product but we changed it to a compact one for an easy use. Concept testing is the further analysis of the product on how target market will accept the product. The design has introduce to our target market and the feedback was analyzed and improvised. The price should be affordable to our target market because they also have to keep an eye on their budget.

1.0 EXECUTIVE SUMMARY

1.1 Business Product and Concept Description

The frequency jammer device is our product that being innovated from situations when the students always play hand phone in class and also the private data always be shared from parliament to outsiders. Our company decide to make changes towards this current product because customers especially lectures, officers and parliament's staff give the feedback about the hard to handle their student or staff from access the internet or network data to play the social media websites. From here, we can assume that the most lectures and staff can gain the attention of their students or staffs. Besides, the parliament staff also can avoid their private data from can be separate.

The unique part about our product is the holder range of frequency will be cut off. The feature can ease the student or staff to make a call or send the message to the outsiders and at the same time and receive the call or message so, in case the emergency happen, they can avoid the bad thing happen due to no service. We aim ro make the users or buyers comfortable, and the device is high quality and user friendly product to achieve our customer satisfaction.

1.2 Target Market and Projections.

We decide to choose our target market which is include government or private institutions, parliament and government or private company. At the first point, we only focus on the parliament because our priority to avoid the private information or data to be separate to outsiders. However, after the few surveys and read from our respondent, we believed that any government or private institutions and government or private also need this to gain their students focus in meeting or learning sessions. Furthermore, it also can help lectures to make sure their student not cheating during exam.

Even though, the estimated price is 250 is quite expensive, but it different with the version which is only cut off the frequency between 3G to 5G only and still the users can still access the