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“FIZZ ENJOYABLE SDN BHD” BLUEPRINT REPORT

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1.0 EXECUTIVE SUMMARY

Fizz Enjoyable SDN BHD is a sole proprietorship business that supply a very easy, useful and affordable product. It produces a unique with higher technology which very useful in our daily life named Temperature Controlled Insulated Mug. It allows user to have their simple mug that can easy to bring it anywhere. The technology that was provided for this mug is the rotating system that allow user to setting up their temperature of water.

My innovation product can make people enjoy their hot beverage even though during travel, study and working in the office. Instead of having many issues in preserving the quality of drink, Temperature Controlled Insulated Mug help to solve out issues in bringing heavy mug and the shape is not slim. I have designed that mug with the slim shape that make people easy to put in the pouch and with high quality of stain less steel that make it light.

I am the first Malaysian Company that produce the product that we believe that it can control the temperature of water in the mug. My product come with various colour that allows user can choose their favourite colour. My aim in producing this kind of mug is to prevent user using heater or other heating equipment during travel.

My technology that have mentioned above can be my competitive advantages as I am doing trough case study, interview, survey of market demand, and distribution questionnaire at the area in order to get predict the