



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**CREATURENATION ENTERPRISE
(EASY-PEASY APPLICATOR FOR SHAVING CREAM CAN)**

TECHNOLOGY ENTREPRENEURSHIP (ENT600): TECHNOLOGY BLUEPRINT

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCES
PROGRAMME : BACHELOR OF SCIENCE (HONS.) STATISTICS
GROUP : CS2416C
PROJECT TITLE : COMPANY ANALYSIS FOR TECHNOLOGY
ENTREPRENEURSHIP
NAME : AINUN NAJIHA BINTI RIDZUAN (2017282644)

SUBMITTED TO:
MADAM AZZAH BINTI AMRAN

DATE OF SUBMISSION:

9TH JULY 2020

ACKNOWLEDGEMENT

In the name of Allah, Most Beneficent and Most Merciful. Praise to Allah (SWT) for granting us with great motivation, health and emotional support in order to complete this case study report for subject Technology Entrepreneurship (ENT600).

Firstly, I would like to thank my lecturer, Madam Azzah binti Amran for her guidance and advice which motivate us to complete this report. She inspired me with her motivation and also provided the previous sample reports from the seniors for my reference. Her willingness to guide and help me showing that without her help, I may not able to complete this blueprint report.

In addition, a big thank goes to University of Technology MARA for equipping the students with good environment and facilities. Furthermore, I would like to thank Faculty Computer and Mathematical Sciences of UiTM for giving me the golden opportunity by offering this subject which it allows me to learn about the process and characteristics needed to be a successful entrepreneur.

Last but not least, I am thankful to my lovely family members and friends for their continuously supports and understandings. I will go through many obstacles to finish this blueprint report without them.

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENT	i
TABLE OF CONTENTS	ii
LIST OF FIGURES	iv
LIST OF TABLES	v
CHAPTER 1: EXECUTIVE SUMMARY	1
1.1 Description of the Business	1
1.1.1 Company Background	2
1.1.2 Mission and Vision of the Company	2
1.1.3 Objective of the Company	3
1.1.4 Business Operation	4
1.1.5 Company Logo and Tagline	4
1.1.6 Location	5
1.2 Purpose of the Business Plan	6
1.3 The Target Market and Projections	6
1.4 The Competitive Advantages	6
1.5 The Profitability	7
CHAPTER 2: PRODUCT OR SERVICE DESCRIPTION	8
2.1 Detail of The Product to be Produces and Sold	8
2.2 Product Concepts	9
2.3 The Application of the Product and the Primary End User	9
2.4 Unique Features of the Product	10
2.5 Development and Description of the Product	11
2.6 Intellectual Property or Other Proprietary Features of the Product	11
2.7 Opportunities for the Expansion of the Product Line	12
CHAPTER 3: TECHNOLOGY DESCRIPTION	13
CHAPTER 4: MARKET ANALYSIS AND STRATEGIES	15
4.1 Customers	15
4.2 Market Size and Trends	15
4.2.1 Factors that Affect Market Growth	18
4.3 Competition and Competitive Edges	19
4.4 Estimate Market Share and Sales	20

4.5 Marketing Strategy	21
4.5.1 Overall Marketing Strategy	21
4.5.2 Product	22
4.5.3 Price	22
4.5.4 Place	23
4.5.5 Advertising & Promotion	23
4.5.6 Sales Tactics	26
4.5.7 Service & Warranty Policy	27
CHAPTER 5: MANAGEMENT TEAM	28
5.1 Organizational Chart	28
5.2 Key Management Personal	29
5.2.1 Duties and Responsibility for Each Executive	34
5.3 Partnership Agreement	36
5.4 Supporting Professional Advisors and Services	37
5.5 Management Compensation and Ownership	38
5.6 List of Inventory Budget	40
CHAPTER 6: FINANCIAL ESTIMATES	42
6.1 Capital Expenditure Projection	45
6.2 Pre-Operating and Working Capital	45
6.3 Projected Sales and Purchase Projection	46
6.4 Project Implementation Cost & Sources of Finance	47
6.5 Cash Flow Statement	48
6.6 Income Statement	51
6.7 Balance Sheet	53
CHAPTER 7: PROJECT MILESTONES	55
CHAPTER 8: CONCLUSION	56
REFERENCES	57
APPENDICES	

LIST OF FIGURES

FIGURES	PAGE
Figure 1.1: Company's Location	5
Figure 1.2: Company's Layout	5
Figure 2.2: The advantages of Easy-Peasy Applicator for Shaving Cream Can	10
Figure 2.3: Patent Expedited Examination Flowchart	12
Figure 4.1: The Population by District	16
Figure 5.1: Organizational Chart of Creaturenation Enterprise	28