



اَوْنَبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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BURGER SAUCE SPREADER

ENT 600: TECHNOLOGY ENTREPRENEURSHIP: BLUEPRINT

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1.0 Executive Summary

The business engaged is a technopreneurship where it is defining as an entrepreneurship in a technology context where it is merging the technological and entrepreneurial talent and skill. Hazman Sdn. Bhd. use technology to produce new or innovative idea product through marketing process. Hazman Sdn. Bhd. is a company that produce a sauce spreader in the store located in Kota Bharu and promote the product through website and it is also available in website itself. Hazman Sdn. Bhd. is a party act as medium to obtain the machine from supplier in an affordable price and a good service offered. Furthermore, Hazman Sdn. Bhd offer a delivery service to ensure that the process of selling and purchasing for both parties. Hazman Sdn. Bhd product mainly concerned modified version of sauce dispenser and help the user who had trouble to spread sauce onto the food using a normal sauce bottle.

The product target market is the entrepreneurs who produce burgers and other food which required to spread sauce onto food such as fries, chicken chop and many more. The sauce spreader will be promoting in the burger stall in Kota Bharu for the first year of production and expected to be expand in other high potential location. The purposes of promoting in the chosen area is to be aware of the competitors. In business environment, there are always competition with other company who offered a same product as it is an unavoidable situation. Thus, it increases a way to improve the company management. It will be achieving by providing a product with affordable price, low maintenance and high quality. By introducing a sauce spreader, it is certain that it can be compete against other companies.

In a competitive marketplace, a business must learn how to achieve a satisfactory level of profitability. Pricing setting is a key factor in determining profit and also attract customers. Thus, the product has the potential of high profit as it is a strong innovation of a current product with just push to dispense the sauce. The sauce spreader also cost-saving, easy to use, user friendly, high durability and non-harmful material and suitable for all kind of customer. With this Hazman Sdn. Bhd. consists of five top management team which are general manager, administration manager, operation manager, marketing manager and financial manager. Each manager has its own duties and responsibilities that are required to handle, manage and ensuring the business achieve its vision and mission.

2.0 Product or Service Description

The sauce spreader is a device that spread the sauce onto the food. This device is also available for any other products that has its function to be spread sauce on the food. The user or the worker will only have to refill the sauce into the device and close the lid tightly. Next, the user also need to push the pressure stick to ensure that the air is in pressure form and the user need pump device to ensure the air in the device out to ensure the sauce can be spread. It is a save cost device as it uses no power or electricity. This device also suitable for the small businesses such as burger stall, restaurant and many more. Any household that are interested in spreading sauce onto large quantity food can use it as it is affordable.

This device said affordable because it does not use electricity but it use man power to generate it. Thus, it uses man power as the pump is provided to make easier for user to spread sauce onto the food. The hand pump is the unique features as it contributes a lot of benefit of this device and the base of the device is made of copper base which is a good conductor to put on the hot pan to ensure the sauce in a hot condition. This sauce spreader is a universal device which can put any types of sauce such as mayonnaise, black pepper sauce and many more. The body of this device is made of stainless steel that can make high durability of the sauce spreader and non-stick that makes user easy to wash the device. It can also easy to wash the body of the spreader. The stick is made of heavy duty plastic that can withstand high temperature and can be the best heat insulator to ensure the safety of the users.

The dimension of the sauce spreader is 15.0 cm radius, 15.0 cm height. The size is medium and it easy for cleaning and storing process. The roller has a mechanism pump to ensure the sauce spread accordingly and also uses a gravity concept as it adapt the sauce dispenser mechanism but in different way. The pressure stick is adapted from garden pressure pump and the body design is adapted from the pan ideology.

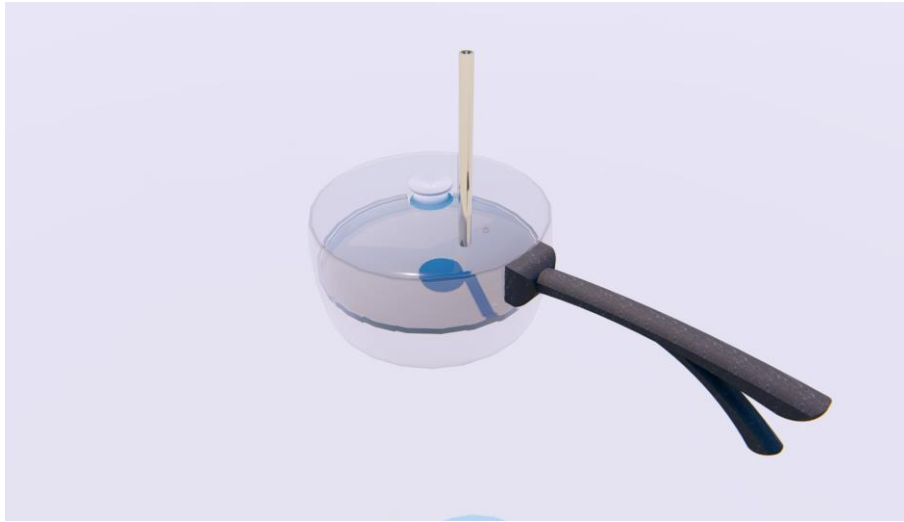


Figure 2.1 Prototype of the Burger Sauce Spreader