



اَوْبَهُرْ سَبِيْتِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT REPORT

IZ-LAMIC ENTERPRISE

DIGITAL PRAYER MAT

PREPARED BY:

NAME : FATIN NADZIRAH IZZATIE BINTI AZMAN
MATRIC ID : 2017994841
GROUP : D1CS2496D
FACULTY : FACULTY OF COMPUTER AND
AND MATHEMATICAL SCIENCES, BACHELOR OF
PROGRAMME SCIENCE (HONS.) MATHEMATICS (CS249)
SEMESTER : 6

PREPARED FOR:

MADAM ZALEHA BINTI HASSAN

SUBMISSION DATE:

1st of JULY 2020

Table of Contents

LIST OF FIGURES	4
LIST OF TABLES	5
1.0 EXECUTIVE SUMMARY	6
1.1 Company Background	7
1.1.1 Company Profile	7
1.1.2 Company Logo	7
1.1.3 Vision	8
1.1.4 Mission	8
1.1.5 Objectives	8
1.1.6 Business Operation	8
1.1.7 Location	8
1.1.8 Product Concept	9
1.1.9 Target Market	9
1.1.10 Competitive Advantages	9
1.1.11 Profitability	9
1.1.12 Management Team	10
2.0 PRODUCT DESCRIPTION	10
2.1 Product Concept	10
2.2 Product Details	11
2.3 Unique Features of the Product	11
2.4 Patents or other Proprietary Features	12
2.5 Effective Cost	12
3.0 TECHNOLOGY DESCRIPTION	13
4.0 MARKET ANALYSIS AND STRATEGIES	14
4.1 Customers	14
4.2 Market Size and Trends	14
4.3 Competition and Competitive Edges	16
4.4 Market Share and Sales	18
4.5 Market Strategies	21

4.5.1 Pricing.....	21
4.5.2 Service and Warranty Policy	21
4.5.3 Advertising and Promotion	22
4.5.4 Distribution	23
5.0 MANAGEMENT TEAM	23
5.1 Organization.....	23
5.2 Organizational Chart.....	24
5.3 Key Management Personnel	25
5.4 Management Compensation and Ownership	28
5.5 Supporting Professional Advisors and Services.....	29
6.0 FINANCIAL ESTIMATION.....	30
6.1 Start-up Cost	30
6.1.1 Administrative Expenditure	30
6.1.2 Marketing Expenditure	31
6.1.3 Operations Expenditure	32
6.2 Source of Finance.....	33
7.0 PROJECT MILESTONE.....	37
8.0 CONCLUSION	38

LIST OF FIGURES

Figure 1: Company Logo.....	7
Figure 2: Location of IZ-lamic Enterprise.....	8
Figure 3: Product Description.....	11
Figure 4: An illustration of digital mini screen	13

LIST OF TABLES

Table 1: Estimated Total Customer in Rawang.....	15
Table 2: Address of the competitors in Rawang	16
Table 3: Strengths and Weaknesses of the competitors	16
Table 4: Current and predicted market share	18