



UNIVERSITI  
TEKNOLOGI MARA  
MALAYSIA

## Hi-BLENDER

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**Group Name** : Hi-Blender

**Group Members** :  
1. SITI NUR BALQIS BINTI LOKMAN  
2. AISHAH BINTI AWANG  
3. NUR HIDAYAH BINTI SHUIB  
4. NURSYAFIQAH NADIA BINTI HASSAN  
5. ZAINAB BINTI CHE' KAMIL

**Submitted to**

**Madam Noorul Huda Binti Zakaria**

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**NOORUL HUDA BT. ZAKARIA**  
Senior Lecturer  
Faculty Of Business Management  
UiTM Cawangan Terengganu  
Kampus Kuala Terengganu

**CHECKED**

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## **1.0 EXECUTIVE SUMMARY**

*The executive summary is usually short and concise. The summary articulates what the opportunity conditions are and why they exist, who will execute the opportunity and why they are capable of doing so, how the company will gain entry and market penetration; it answers the questions: “for what reason does this venture exist and for whom?”*

*Essentially, the executive summary needs to reflect the criteria presented in the Business Opportunity Analysis Exercises. This is your chance to clearly articulate how your business is durable and timely, and how it will create or add value to the end user. This summary is usually prepared after the other sections of the blueprint are completed.*

### **1.1. Brief description of the business and product concepts**

The company name is Tech Sdn. Bhd. which located at Jln Medan Belimbing, Kawasan Perindustrian Balakong, 43300 Seri Kembangan, Selangor. Our company run a company limited by share where it commenced on 5<sup>th</sup> March 2018. The business is categorized in manufacturing industry.

The company product concept is electronic product. A blender with some added features is chosen by the shareholders to be produced. The commercial name for the product is Hi-Blender which function to blend and can weigh the ingredients.

### **1.2. The target market and projections**

The target markets for the product, we are focusing more on the food service industry which including the restaurants, school and hospital cafeterias, catering operations and hotel. The factors that lead our company to choose the proposed business as the target markets is based on the observation. The business need a product that can blend and crush ingredients in high speed and will need a short time. Hence, they can prepare to cook faster and can use the time efficiently as

their priority is their customer since they are in food service industry. The demand for the product is estimated to be high since it can satisfy the business's requirement.

### **1.3. The competitive advantages**

Our product, Hi-Blender has some competitive advantage. The most prominent difference between Hi-Blender and any other blender out there is the speed. Hi-Blender function two time the speed from the usual blender which will reduce the time consuming to blend ingredients. Besides, Hi-Blender is designed to reduce the noise while blending. Furthermore, the design of Hi-Blender eases the user to wash out the blender because the blade can be remove from it place. The blade has two different design. The blade is also provided with the precaution which it has a holder and it own cover. Moreover, Hi-Blender is a combination between blender and scale.

### **1.4. The profitability**

Tech Sdn. Bhd. gain profitability from the marketing. We do have our own strategies to promote our product and gain profit from it. Besides, the strategy may be the factor that increase the return of investment. For the beginning, product development strategy is fit with our product where we are seeking for the increasing number of sale of Hi-Blender.

### **1.5. The management team**

Tech Sdn. Bhd. is a company limited by share. The management team are also the shareholders as well. There are five persons in the company are the shareholders. The general manager of Tech Sdn. Bhd. is Aishah Binti Awang. Moreover, Nur Hidayah Binti Shuib is appointed as administrative manager while, Nursyafiqah Nadia Binti Hassan as the marketing manager. Besides, the operation manager goes to Siti Nur Balqis Binti Lokman and Zainab Binti Che' Kamil is appointed as the financial manager.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

### **2.1. Describe in some detail the product or service to be produced/sold.**

Hi-Blender is a product that produce by Tech Sdn. Bhd. which combine the function of blender as well as scale. The core function of Hi-Blender is to blend well the ingredients with two designs of sharp blade in high speed. The product is also provided with some added features to ease the user. For instance, a removable blade so that the washing process can be done easier. As for safety factor, the blade has holder and come along with cover. The price of Hi-Blender is affordable which is RM999 only.

### **2.2. Discuss the application of the product or service and describe the primary end use as well any significant secondary applications.**

Tech Sdn. Bhd. is a company that manufacturing electronic product by own. Our company use several applications to produce product. For instance, we are using primary end use such stainless steel and plastic pp. Besides, the employees of factory will be executing the work and carpentry installation. Lastly, the product will be delivered to the customer.

### **2.3. Emphasize any unique features of the product or service and how these will create or add significant value; also, highlight any differences between what is currently on the market and what you will offer that will account for your market penetration.**

Hi-Blender has one unique feature which is on the scale side. The unit of weight can be change from gram to kilogram or vice-versa. This is very practical to the new cooker that not used to cook in lots of quantities. Besides, Hi-Blender come two design of sharp blade that function according to the hardness of ingredient. For soft one, they can use the regular blade, while another blade is for the hard.

Formerly, the design of blender causes the blender container and blade hard to wash. However, its different when using Hi-Blender. For Hi-Blender, the blade is