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UNIVERSITI
TEKNOLOGI
MARA

SLAY'S THERMOBOX BY SLAYTECH INNOVATIONS

BLUEPRINT REPORT

FACULTY : COLLEGE OF COMPUTING, INFORMATICS AND
MATHEMATICS
PROGRAMME : BACHELOR OF SCIENCE (HONS.) MATHEMATICS
PROGRAMME CODE : CDCS249
COURSE : TECHNOLOGY ENTREPRENEURSHIP
COURSE CODE : ENT 600
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SUBMISSION DATE:

11 JULY 2025

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1.0 EXECUTIVE SUMMARY

SlayTech Innovations introduces SLAY's Thermobox, a multifunctional electric lunch box that allows for easy storage, heating, cooling, or cooking of food, eliminating the need for a microwave or a full kitchen. Designed to be portable and convenient, Thermobox features dual compartments, digital temperature control, leak sensors, and a USB charging port that perfectly suited to the fast-paced lifestyle of working individuals and busy college students. The target market is urban youth, primarily office workers and students who prefer to eat food made back home. The market survey data indicates strong interest in such a groundbreaking product, with demand for all things compact, giving users convenience combined with fashion.

SLAY's Thermobox stands out from the rest due to its multifunctional (heat, cool, cook) feature, sleek design, smart safety features, detachable compartments, and six fashionable color options. All these features render it to stand out from the regular lunch boxes being sold with mere reheating capability. With food-grade plastic and stainless-steel material, SlayTech Innovations ensure product safety together with cost-effectiveness. This allows the company to maintain a competitive price at RM 69.90 per unit for the product while achieving good profitability.

The project is driven by a passionate group of four UiTM Seremban 3 students, all with their other strengths in product development, business strategy, marketing, and finance planning. Combined vision drives this revolutionary solution to revolutionize everyday mealtime routines.

2.0 PRODUCT OR SERVICE DESCRIPTION

This section explains the product description of SLAY's Thermobox by highlighting its details, applications, and key features. It focuses on the practicality of the product, contemporary use, and innovative differences.

2.1 Details of the Product

The SLAY's Thermobox is a multi-functional and intelligent electric lunch box. It enables one to store, heat, cool, and even cook basic meals on the go. It is ideal for individuals with hectic schedules, like students and working professionals, who prefer to enjoy home-cooked food without access to a microwave or kitchen.

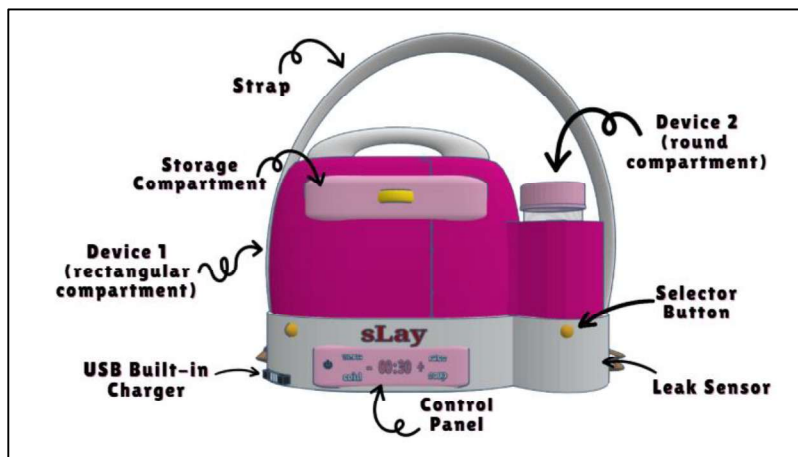


Figure 2.1 Features of SLAY's Thermobox

SLAY's Thermobox is compact and has a modern design as seen in Figure 2.1. The lunch box has two main compartments. Device 1 is a rectangular heating compartment for warming, cooling, and cooking food, and Device 2 is a circular compartment for keeping drinks fresh. There is a selector button that allows users to select which device they need to use. There is also a leak sensor that beeps when it detects liquid, ensuring safety and cleanliness. The lunch box has a digital control panel with a timer and mode settings for different types of food like rice or soup. There is also the option to select whether the temperature to be warm or cold. On the left-hand side, there is an inbuilt USB charger that can be used to charge phones or other electronic devices. Inside the lunch box, there are storage containers for condiments and cutlery to keep them tidy and organized. The lunch box has a sturdy handle at the top and an adjustable strap which makes it convenient to carry by hand, on the shoulder, or across the body.

The lunch box comes in six color themes named Barbie Slay, Forest Slay, Cherry Slay, Ocean Slay, Midnight Slay, and Wood Slay. These colors provide customers with an opportunity to select a design that best suits their personality or style. The product is constructed using food-grade plastic and stainless steel and is hence durable, safe, and easy to clean. SLAY's Thermobox integrates style, technology, and convenience into a single smart product and provides users with a smart means of enjoying meals anywhere and at any time.

2.2 Application of the Product or Service

The primary use of SLAY's Thermobox is to enable users to have home-cooked food wherever they are, particularly when they lack access to a kitchen or microwave. It is meant for individuals with active lifestyles like students, office workers, and anyone on the move. The user saves time and does not need to purchase food outside due to the lunch box's capabilities to heat, cool, and cook basic meals. The bottles and food compartments that can be attached enable both food and beverages to be transported in one full set.

2.2.1 Primary End Use

SLAY's Thermobox is perfect for individuals who stay for extended periods in locations like classrooms, staff rooms, and college libraries. At these locations, the users might not have access to a kitchen but can plug in the lunchbox through a power point. Device 1 can be utilized to heat or cook food such as rice or soup, while Device 2 keeps beverages fresh. This makes the lunchbox an ultimate mealtime solution for everyday routine.

2.2.3 Secondary Application of the Product

SLAY's Thermobox provides additional convenience with features like the inbuilt USB charger, which enables one to charge phones or other small devices while having the meal. This is particularly handy in offices, meeting rooms, and study rooms. The lunchbox can also be taken to indoor events, workshops, or seminars where individuals spend lengthy hours and prefer to consume the meal without having to leave the site. Another advantage is its reusable and durable nature. By utilizing SLAY's Thermobox, individuals eliminate waste and enjoy a stylish, reusable product that depicts a modern