



اَبْنُو سَيِّدِي تَيْكُو لُو كِي مَارَا
 UNIVERSITI
 TEKNOLOGI
 MARA

FACULTY OF SPORTS SCIENCE AND RECREATION

COURSE

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

TOPIC

ICE LAB PRODUCT (BLUEPRINT)

PREPARED BY

NO	NAME	STUDENT ID
1	MUHAMMAD SYAFIQ HANAFI BIN MOHD ALI	2017652274
2	MOHAMAD ASIEFF IMAN BIN AWANG	2017652276
3	MUHAMMAD HANIF BIN MOHD HISHAM	2017652136
4	MOHAMMAD ZAHID BIN AMIRUDDIN	2017652142
5	MUHAMMAD FADHLIN ADAM BIN JAFFARIDIN	2017652134

GROUP: SR2435S1

NAME OF LECTURER: MR ADLAN AHMAD BAKRI

2.0 PRODUCT DESCRIPTION

Ice Lab is a shop that sells frozen treat which is popsicles. The popsicles are made by our trusted managers and staffs. Our popsicles can be enjoyed by people of all ages as it comes in assorted flavours which are gummy bears, white grapes, kiwi, berries and etc. Diet people will also like our popsicles as we produce detox popsicles too so we have huge target market to attract

In Ice Lab, operational plan is important for the guidelines on how to provide a better product and service to customers. We are located in UiTM Shah Alam as we have made some research and found out that our target market and population are higher at there because the location is strategic than can give the business a better opportunities. We chose to start the business operation on 1 January 2020 because we want to ensure that our business will run smoothly as planned and by the time, we will promote our popsicles and attract the customer's attention.

As a new company in this industry, our company will guarantee the satisfaction to our customers that our product is suitable and we will ensure that the price offers are affordable. In addition, Ice Lab will attract the customers to come to our shop by providing good service and environment as well as comfortable place to hang out. As the demands for our product increase, we believe that we can conquer the industry and achieve our vision and mission.

2.1 Product features



Easy to carry feature	Small and easy to grab and hold anywhere.
Flavour	Various flavour for macaroni will attract more customer to buy Solero Gummybear, Mango Gummybear and Chocolate Gummybear.

4.0 MARKET ANALYSIS AND STRATEGIES

4.1 Customers

Before the new development product process being carryout, our company need to identify the target population for our product to be focusing to sell which type of population. For our product, we targeting our population based on kids and people who are from university students. For the early launch of our product, we will focus on students that are staying at college in UiTM Shah Alam. We also target the students that stay at their own house.

4.2 Market Size and Trends

Market size is the estimated numbers of buyers and sellers from the target market. The target market for our business is targeted to people on diet, kids, teens and others. Our business is located at Shah Alam. The population in Shah Alam is 150,000 people.

Total Population	150,000 people
Total Market Size (26% x 150,000)	39,000 people
People on diet (45% x 39,000)	17,550 people
Kids (29% x 39,000)	11,310 people
Teens (18% x 39,000)	7,020 people
Others (8% x 39,000)	3,120 people

The main target market for our product is people on diet up to 45% from the total population. We also focus on kids for the target market up to 29%. Other than that, we also put teens up to 18% and others 8% as our target market.

Market Size of Icelab

