



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
 UNIVERSITI
 TEKNOLOGI
 MARA

TECHNOLOGY ENTREPRENEURSHIP

(ENT 600)

BLUEPRINT PROJECT

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TABLE OF CONTENTS

| NO. | CONTENTS | PAGES |
|------------|-------------------------------------|--------------|
| 1. | 1.0 Executive Summary | 1 - 4 |
| 2. | 2.0 Product and Service Description | 5 - 15 |
| 3. | 3.0 Technology Description | 16 - 22 |
| 4. | 4.0 Market Analysis & Strategies | 23 - 28 |
| 5. | 5.0 Management Team | 29 - 39 |
| 6. | 6.0 Financial Estimates | 40 |
| 7. | 7.0 Project Milestones | 41 - 42 |
| 8. | 8.0 Conclusion | 43 |

1.0 EXECUTIVE SUMMARY

1.1 Brief Description of The Business and Product Concepts

In this millennium and globalization era, there are so many products available at the market for the ease use of the customers outside there as number of people increase from day to day. The globalization nowadays cause the increase of carbon dioxide in the surrounding air which cause the weather and the surrounding to be hot. The increase in the weather temperature had lead people to consume a lot of water as they need to survive in their life. As human, they need at least 8 litres of water per day to survive in their everyday live as they need to travel to many places each single day.

Concerning to this problem, our company realized that water is the important element required by the human body to stay healthy and energized to do works. So, to meet the increasing demand of the use of boiled water, our company feel responsible to create a new solar thermos that can make and ease people to drink boiled water at anyway and anytime where the water in the thermos can be easily boil without the used of electricity energy.

Related to this situation, we create the solar thermos based on other similar thermos products at the market but added some technology on it. The concept of our product is originated from the existing product at the market but it will smarter because of the technologies provide on it. Our company just want to solve the problem and add more higher technology that can save the uses of electricity automatically eco-friendly stuff and the user are not too worried because they can drink boiled water at anytime as long as there have a solar energy. Therefore, our product are the product that solved the people problem and demanding because that is our company priority. According to Cosmo Online (2015) the statistic of backpackers and traveler

are increase, so our solar thermos will provide convenience for the users who like to travel or go hiking. It also can save the cost to pay the electrical bill because it used the solar energy. As we know the solar energy come from the sun where it is renewable, inexhaustible and does not cause environmental pollution.

1.2 The Target Market and Projection

First and foremost our major target market will be focus on the students, travelers, campers and backpackers and to the people outside as well. This is because with the higher demand of water as important element in human life, our company want to grab the opportunity to invest in this kind of business where our product is suitable for all range of user because the product is eco-friendly and flexible.

We basically will focus this product especially on primary, high school students and to any universities students that actively involved with outdoor activities such as camping, hiking or to any places that require them to use a hot and to cool the water at the same time. Meanwhile, for the full travelers, campers or backpackers, they can have this product as a compulsory product for them to go anywhere without having difficulties in obtaining a boiled water which can also be cool immediately by using the cooler cover provided with this product. This will ease them as this product is easy to be carry to anywhere without having a problem in obtaining electric source or power to boil the water.

Addition to that our product is totally made based on the problem faced by the people outside that we found from the internet and interview that we have done. They have the problem in obtaining boiled water from the market. The mineral water sold in the market was not totally boiled and clean. Some of the mineral water products are not artificial. The problem arise make

our company feel responsible to create a new solar thermos where the water can be boil and cool at the same time.

Thus, this target market for the solar energy power bank is open to all consumers without having any disturbance regarding on their gender, races and religions. From their atmosphere we know that they have a various lifestyle so our product can be the best product to solve their problem and demanding. We want to make sure that our target market are satisfy with our product and can make their life better. Our company feel honored to create this product because our target market is so universal and we are feeling that something good will happen to them where our product will change their life and automatically solves their problem. Our product have high possibility to be successful in the market because our target market is wide and have high range.

1.3 The Competitive Advantages

The similarity of the product with the existing product will make our product very competitive in market. With regard to this competitive product we are brainstorming with our innovative team to create some innovative product with the description on it where we create something new based on environmental sources which is the combination of both origin product *and then put with the special features on it.* Our company decided to come out with the solar energy thermos to solve the problem of users especially to the students, travelers, campers and backpackers. So our product will be competing with the regular or common thermos product in the market which used electricity to boil water. Our product will be more competitive due to our new innovative idea in our product which is very effective to user because of the solar energy adopted on our product.