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UNIVERSITI TEKNOLOGI MARA

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# BLUEPRINT

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# 1.0 EXECUTIVE SUMMARY

## 1.1 BUSINESS AND PRODUCT CONCEPT

Badbug Zapper is a product which is best described as a portable insect slayer with style without sacrificing any safety features. The product also acts as an insect control. Insects will be attracted to the light source which is lid up by using batteries.

The light source which attracts insects will enhance insects towards the electrical caging where they are electrocuted when their body makes contact with the wires, consisting of two high voltage levels between them.

This product also comes with other unique features such as air freshener, alarm clock and rechargeable battery. These unique features can be use simultaneously while the insects are being attracted.

## 1.2 TARGET MARKET AND PROJECTIONS

The target market for this product would be the people of all ages especially the teenagers, adults and senior citizen. Our initial target is to market our product in Giant Hypermarket all around Malaysia and we wish to expand our business to the international market.

## 1.3 COMPETITIVE ADVANTAGES

Our product has few advantages over the existing products in market. The existing products mainly have their own advantages however some aspects are less convincing. Among the advantages of this product is it is a user friendly product with multi-function unique features and function which will definitely attracts all buyers. In compare to the existing products, they normally provide a normal feature which is only to slay the insects. No multi-function features are provided.

## 1.4 PROFITABILITY

This product is expected to return for 30% from the selling price. The selling price for this product is to be determine by referring to the competitors. Scoring method is to be used for the comparison. The scoring method is based on fundamental values by focusing on factors such as the performance, price, and the quality. The fundamental value is the main factor on deciding the profit.

## 1.5 MANAGEMENT TEAM

Our management team consists of a General Manager, Administration Manager, Financial Manager, Finance Assistant Manager, Marketing Manager, Operation Manager, Service Manager, Clerk and Despatch. This management team will be supported by professional advisors and services to enhance our business.

## 2.0 PRODUCT DESCRIPTION

### 2.1 Product to be Produced

Badbug Zapper is a decorative lamp, consists of ultraviolet light with titanium dioxide coating. It uses ultraviolet light to attract light-sensitive flying insects such as mosquitoes into a metal grid and destroying them quickly. The dead insects can be easily removed and cleaned so that another round of bug can be collected.

Badbug Zapper is a user friendly, lightweight and attractive lamp which is not only producing light as well as decorative features for the room. It has various shapes and sizes which fulfil the consumer's interest.

### 2.2 Product Application

Primary application

Badbug Zapper offers a protection a 3-ways protection for insect elimination.

1. UV bulbs produce warm light which attracts and kills flying insects that are attracted by light. The light attracts the insects to a metal grid, where it is made up of two wires with a high voltage between them. The attracted flying insects are electrocuted by touching the two wires. The Badbug Zapper will kill the bigger insects after more than one electrocution.

2. An exclusive coating of titanium dioxide inside the lamp trap produces carbon dioxide. When the ultraviolet light reacts with titanium dioxide, a photocatalytic reaction takes place that produces carbon dioxide which irresistible to mosquitoes.

3. The flying insects are collected and trapped into the retaining cage providing user safe protection, clean and comfortable living areas.

Secondary application

Besides insect elimination, the lamp acts as a decorative lamp which make the room cozier and more lively. Other additional features are explained in 2.5 below.