



ENT 600

TECHNOLOGY ENTERPRENEURSHIP

BLUEPRINT

NAME :

MUHAMMAD HAZIQ BIN ABDUL RAZAK

NORUL HAZAME BT MUHAMAD ZAKI

NURUL AMIRA BT MOHD AMIR HAMZAH

MUHAMMAD HAZIQ BIN ABDUL RAZAK

FARHANA SYAHNI BT MUHAIDAR

MATRIX NO :

2013687206

2013226908

2013856094

2013803496

2013436938

PREPARED FOR :

PN. YASMIN KAMALL KHAN

SUBMISSION DATE :

21 DECEMBER 2015

TABLE OF CONTENT

EXECUTIVE SUMMARY	1
CHAPTER 1	
Product Description	2
Service Description	5
CHAPTER 2	
Technology Description	7
CHAPTER 3	
Marketing Analysis	10
Marketing Objective	10
Ordering the Product	11
Marketing Trend	11
Target Market	11
Competitors	12
Sales Forecast	12
CHAPTER 4	
Marketing Strategies	13
Promotion Strategies	14
Management Team	16

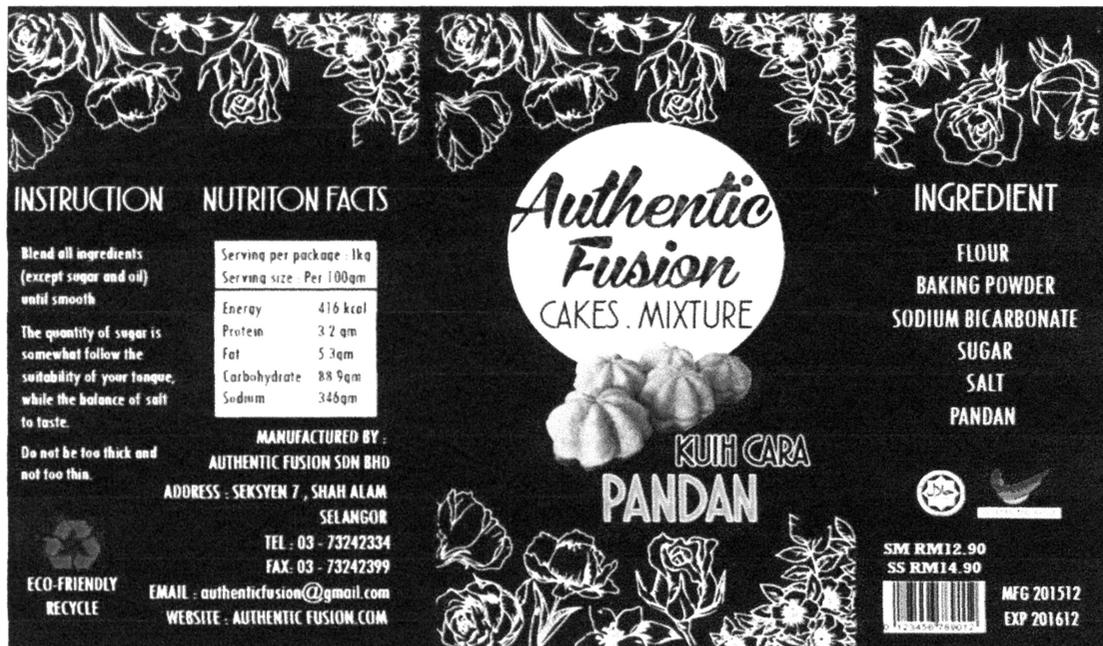
EXECUTIVE SUMMARY

Authentic Fusion is a new established product that develops the spray drying process in order to produce the mixture of 'Kuih Cara'. Our product comes in 3 different flavors that allows customer to taste different flavor of 'Kuih Cara' from its original flavor. We have identified the area that has a big potential for our product to be successful in the future. The main targets of customer are employee, housewife and also student. Every product has its own advantage and one of the advantages for our product is that we apply time consuming method in order to prepare the "Kuih Cara". Despite of that, the mixture can also be used to make waffles and muffin.

We are confident that our product can attract the customer because it is easy to be prepared and it is time consuming.

CHAPTER 1

PRODUCT DESCRIPTION



Picture 1 : Packaging for 1 kg of Authentic Fusion mixture.

Our product name is Authentic Fusion which is the mixtures to make 'Kuih Cara' one of the Malay traditional cakes. This product is divided into three choices of flavor which are Cocoa, Vanilla and Pandan. The product will be pack in a plastic containers that can be recycled and the packaging will be in 250 gram and also 1 kg. For the small packaging it is suitable for individual person such as student meanwhile, 1 kg packaging is suitable for people who tend to tender catering activities and need to produce a large quantity of cakes at one time. A bottle is specially provided to our customer intended for mixing the mixture as it is much easier for them and it comes with instruction that is easily understand. The purpose of providing the bottle is to apply the time consuming method among the customer as it will only takes 60 seconds to shake the bottle and the mixture is ready to be cook.



Picture 2 : Bottle to apply time consuming method.

An attractive packaging for 250 g and 1 kg of our product will help to increase the number of our customers. Cleanliness in making the flour is emphasized by us and our product is made with flour that is mixed freshly without preservatives. In addition, the flour is not only suitable for making 'Kuih Cara' but it can also be used to make waffles and also muffins. This is only one of the reasons why they should buy our product as it is specially designed for variety of blends.

It takes about 3 days to test the product before it can finally be prepared. This is because we have to measure out the ingredients that have been established only after we got the result from the lab. The product will be burned in a mold and put into the oven for 15 minutes. The result from the test is that the taste is very good and tasty. For the development of our product, the company has allocated a total of RM 8,000.00. The costs involved are included with the cost of raw materials, packaging and also the cost of promoting the product.