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DUTON ENTERPRISE

'TRIOBAKER'

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IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

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Lastly, we hope that this Blueprint will give the positive impact to all. The entire perfect is coming from Allah and all the insufficient is always from us.

Thank you so much.



1.1 Description of the business and product concept

The Headquarter of Duton Enterprise will be in Puncak Alam, Selangor. The business concept is to build automatic bread baker machine. Our product uses the latest technology to apply the best quality for bread baker machine. Triobaker product is totally different with others because we pay much attention to the quality of output bread. In addition, Triobaker product base on the quality of output bread and The process in this machine can reduce time but still can give a good quality product. Besides that, Triobaker product also provides some features to make sure this product as multi-function product properly and based on customer requirement. The features we provide Machine are attached with a dough processing with the right amount of ingredient, A baking and frying area that can suit with a large amount of dough, Easy to use control panel that come with manual instruction and the last is Moveable and easy to handle the machine without complicated instruction. Furthermore, our company also provides services that are product's maintenance and life time warranty.

1.2 Target market and projections

We had three segments for our customer who is geographic, demographic and psychographic. For geographic segmentation, Triobake product only focuses on the customer at Shah Alam, Selangor. While for demographic segmentation, we specialize for high income and customer or bakery shop need to use it and household that love to bake or get income from the machine. We concentrate at Shah Alam, Selangor area since here is known as a new development area in Selangor. Our company takes potential customer from high income because Triobaker product per unit is expensive but is suitable with people need.

1.3 Competitive advantages

Triobaker product has its own competitors. Although we have to compete with other equipment for bakery machine in the market, we assume that they also have their own strength. Therefore, in order to compete with them we decide to build more interactive innovative and effective technology product. For the beginning, the product prices are bit expensive but easier and effective to user and this product include all in one. User didn't need to buy separate that cost maybe expensive. For instance, our product price is RM2500.00 while the main competitor price when combine all equipment for the machine RM3200.00. Our competitors in current market are oven, mixer, bread storage, fryer, and other machine that was sold separately. With that, we are sure that our company can compete with others product in the market.



1.4 Profitability

Usually, most people need to manage their time and energy in baking and other process to bake in the kitchen. For instance, when people want to bake the cake or bread with their own hand, its not be the same like what they wanted to be. Through the existed of this Triobaker product, it will help people to solve their problems early and efficient. Hence, the customer can buy this product with the affordable price that suitable to the technology that we provided. We got our own strategy to promote our product. The marketing strategic that we apply to introduce Triobaker product to customers is promote at the social media, join events, electronic media and do sponsor. A good marketing strategic that we will apply must be updated every month to make sure our product is still easily reached and receptive by customer. Once our products are well known, actually have been increase our profit and will minimize the cost of production. The estimation profit at the end of year 2019 sale are RM 7,200,000 at year 2020 are RM7,920,000 , and at year 2021 are RM 8,280,000

1.5 Management team

Every partner of this organization is the top manager has their qualification in business administration and we also have experiences in business field. This will ensure the operation of the business will run smoothly which can achieve our goal. The total contributes is RM 14,000 per management .