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**TECHNOLOGY BLUEPRINT
(BUDU DISPENSER)**

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EXECUTIVE SUMMARY

1.1 Brief Description of The Business and Product Concepts (Shahirah)

Budu Dispenser SDN. BHD. is a start-up private company. It starts operating in Kelantan on 2nd August 2020. It is equally owned and organized by five partners. This company came out with the idea on helping the small *Budu* Companies by providing a multifunctional machine that filtered and packed the product at once. *Budu* Dispenser SDN. BHD also aim to offer its product at a competitive price in the market.

1.2 Target Market (Shahirah)

Our main target customer for our product is all the small *Budu* Companies in Malaysia. We wanted to help their companies to produce a better-quality product.

1.3 Competitive Advantages (Shahirah)

Budu Dispenser Sdn. Bhd. is not the first company that creates this product. Many other companies have created a product that functions similar to our product. However, our company creates *Budu* Dispenser at affordable prices and good quality with special functions. Some of the special function is:

- Can transfer and process the *Budu* automatically
- Can reduce the number of manpower used, save energy and time
- Is designed for the “*Budu*” entrepreneurs with small scale

1.4 The Profitability (Nabila)

The company plans on achieving first year sales of RM 200,000 in the target market. The company also target to achieve more profitable level of sales equal to or better than RM 300,000 in second year and RM 500,000 in the third year. Thirdly, the company will promote the products more actively to maximize the profit.

1.5 The Management Team (Nabila)

