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UNIVERSITI TEKNOLOGI MARA

TECHNOLOGY BASED BUSINESS IDEA BLUEPRINT
(MUDA ENTERPRISE)

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1.0 Executive Summary

MUDA Enterprise have new product to introduce to the consumers which is the BRAVA. My company is targeting in supply for broom since it is people daily routine to clean their houses. BRAVA is a customer- friendly which is helps people saving time and energy to clean floor. Overall marketing strategy will be included specific marketing philosophy and strategy of the company, the value chain and the channel of distribution in the target market. My target customer is for households. The price is also reasonable. My company target for production in second year we will target to increase. The management team in our company consist of several sections and is conducted by experienced employee to make sure our company is run efficiently.

2.0 PRODUCT DESCRIPTION

The product of MUDA Enterprise would like to produce a new innovation of the usual broom. My company has adding vacuum to the usual broom that can be used to suck up dirt and debris instead of using dustpan. This two-in-one cleaning tool is called BRAVA, Broom and Vacuum. The BRAVA is unique, lightweight and portable. The function of this are both sweeping and vacuuming. The load capacity for the vacuum storage is about 1 cup and. It is surprisingly effective despite their small size. Though the nozzle size is small, it will suck the dirt, dust and debris just as strong as a normal vacuum cleaner. Furthermore, the weight of this BRAVA is 0.85 kg. Thus, it makes them more manageable to lug around than commercial-sized machines.

Then, the product can save time and energy used. Sweeping the dirt from floor into the dustpan over and over again will waste energy and time. Sometimes, no matter how well you sweep, you cannot get all the debris over the lip, which just results in an unsightly line on the floor.

Therefore, with this product, you can suck up all the debris you swept up and never reach for a dustpan again.

3.0 TECHNOLOGY DESCRIPTION

Nowadays, when we go out to shop to purchase some appliances, we don't have any idea what kind of appliance we would purchase to suit our needs and be effective for us. It can be hard to find the right one, because we want the best product to make us feel comfortable and save our time. Brooms are no different. It is the 21st century. It is about time the broom got a technological upgrade. Therefore, with the goal of using broom without dustpan, a new technology called BRAVA in which it is easy and fast to used.

The BRAVA is a combination of broom and vacuum in which the product not only used for sweeping but also can suck the debris. This product is equipped with a smart nozzle attached aside the broom. The operation is simple, sweep your floors like normal and form a line, flip the broom nozzle-side down and apply pressure. This will activate the nozzle and turn on the power in the vacuum. Nozzle design evolved from sequential testing to maximize suction and ease of use. BRAVA is powered by four AA batteries and gets an average of over 500 uses per charge. It also boasts a 14,000 RPM to create powerful suction while remaining lightweight.

4.0 MARKET RESEARCH AND ANALYSIS

4.1 Customers

For this business, the target customers are the households, all houses need to have at least a broom for cleaning.

4.2 Market Size and Trends

The demand market for BRAVA within three years will increase. This may because of many people nowadays like new innovations that can reduce their energy to do something. So, as I can predict about 4,000 customers will attract with our product on the first year. This product also has potential profitability because it is a new innovation. As everybody knows, people nowadays love to use new things in order to follow the technology trend. I have predicted the potential annual growth of my product for 3 years.