



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا
UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY BLUEPRINT:

SUNBRELLA ENTEPRISE

COURSE : TECHNOLOGY ENTREPRENEURSHIP (ENT 600)
ENT 600 : NEW PRODUCT DEVELOPMENT
FACULTY : FACULTY SCIENCE COMPUTER & MATHEMATICS (FSKM)
PROGRAM : BACHELOR OF SCIENCE MATHEMATICS (CS 249)
SEMESTER 6
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1.0 EXECUTIVE SUMMARY

Sunbrella Enterprise is a company which distribute a very handful, useful and affordable product. It produces an easy-to-use umbrella names as Sunbrella which helps life to get easier and more comfortable. The goal of this product is to make the world wide population able to stay dry with a new and innovative umbrella that always keep you feeling cool. With such a product being put on the market, it will give us a chance to take consumers away from the competition in the umbrella industry.

The industry we are looking to join is that of the umbrella industry. This happens to also be part of the travel industry and sport industry as well. We are the first Malaysian company that produce the product that we believe that it can be our added values and remain competitive to other existing umbrella manufacturer. The main goal of our company is to sell our product to as many people as possible worldwide. This means we will reach many different consumers and the product will be successful from day one. It rains and hot everywhere, so it only makes sense to sell this great new product to everyone at an affordable price worldwide.

1.1 Company Background

1.1.1 Company Profile

Name of the Company	: SUNBRELLA ENTEPRISE
Shop Address	: No.8 Bendang Kuala, Bukit Bunga, 17500 Tanah Merah, Kelantan.
Website	: www.sunbrella.com
Telephone Number	: 09-9467150
Fax Number	: 09-9467150
Form of Business	: Sole proprietorship
Main Activity	: