



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DILLY MY ROBOT MOWER

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EXECUTIVE SUMMARY

1.1 Background of Company

Dilly My Robot Mower is a Malaysia-based company engaged in the development, manufacture and marketing of outdoor power products, cutting equipment for fardening. The company's product offering robotic lawn mowers. The Company's operations are divided into three business areas: the Asia business area sells forest, park and garden products to retailers and domestic users.

1.2 Objectives and Purpose of the Company

Dilly My Robot Mower company serve a product with the design **objective** is to come up with a **mower** that is portable, durable, easy to operate and maintain. machines are utilized to cut and trim grass in lawns and gardens for residential and commercial sectors. In addition, these battery mowers are powered by a rechargeable battery, Each of our clients to ensure that they are able to gather new consumers, spread brand awareness, and increase their revenue.

1.3 Logo and Moto



Dilly My Robot Mower company logo presented an image of lawn mower and sun which related to the product's function and environment. The green colour of the logo indicating our company that always committed in producing environment friendly products for our consumer and also contributes to help the nature.

1.4 Company Vision and Mission

Mission

- i. To be the premier global direct seller of premium and innovative products.
- ii. We also provide expert service, repairs and spares parts for all leading makes of garden machinery.
- iii. To increase safety and Reduce rate of accident
- iv. To help human deal with the day.

Vision

Simplicity and Quality Assurance

ENVIRONMENTAL AND INDUSTRY ANALYSIS

2.1 New Product Development

2.1.1 Definition

New product development is the process of bringing a new product to the marketplace. The business is needed to engage due to changes in consumer preferences, increasing competition and advances in technology or to capitalize on a new opportunity. Sometimes, the innovative can be thrive by understanding what their market wants, making smart product improvement and developing new products. The new products can be the product that has never made or sold by others or the product innovation that created and brought to the market for the first time.

2.1.2 Classification of NPD

The classification of this new product development is the improvements on existing product. The improvements and new design will be made to existing product.

2.2 New product Development Process

2.2.1 Research and Development

The New Product Development (NPD) process is stage of strategies for new products has to undergo from conceptualization to the final introduction into the marketplace.

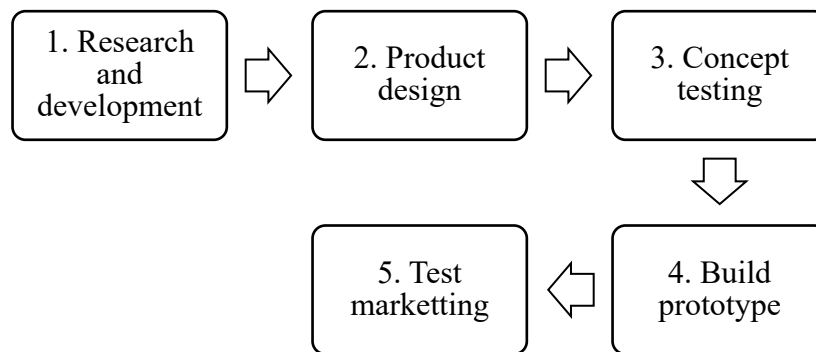


Figure 4.1 NPD Process

In research and development, the concept is entirely new products. The research is test the viability of a potential product, which discovering the design and technology that to create a new products. The development comes after the research can be discovered into a useful product that the company can market and sell. Product design is refers the concept of new products to satisfy customer and maximizes the value for the customer at minimum cost.

2.2.2 SWOT Analysis

STRENGTH	WEAKNESSES
<ul style="list-style-type: none"> • Has GPS and Wi-Fi • Works with mobile app to monitor its progress • Strong body material and design 	<ul style="list-style-type: none"> • Limited spare parts • Need strong internet connection
OPPORTUNITIES	THREAT
<ul style="list-style-type: none"> • Easy to access 	<ul style="list-style-type: none"> • System Crash