



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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MARA

“FIZZ ENJOYABLE SDN BHD” BLUEPRINT REPORT

NAME: ZULHAFIZAH AFRA BINTI ZULKEFLI

STUDENT ID: 2017412664

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TABLE OF CONTENTS

Contents

1.0 EXECUTIVE SUMMARY	1
2.0 PRODUCT DESCRIPTION	2
3.0 TECHNOLOGY DESCRIPTION	4
3.1 LED display reveals temperature	5
3.2 Touch logo activities digital LED display	5
3.3 Microprocessor controlled heating system	6
4.0 MARKET RESEARCH AND ANALYSIS	7
4.1 Customers	7
4.2 Market Size and Trends	7
4.3 Competition and Competitive Edges	9
4.3.1 Analysis of Competitors' Strengths and Weaknesses.....	10
4.3.2 Analysis of TEMPERATURE CONTROLLED INSULATED MUG.....	10
4.4 Estimated Market Share and Sales.....	11
4.5 Marketing Strategy.....	13
4.5.1 Pricing	13
4.5.2 Sales tactics	13
4.5.3 Service and warranty policy.....	13
4.5.4 Advertising and promotion	14
4.5.5 Distribution	14
5.0 MANAGEMENT TEAM	15
5.1 Organization Chart.....	15
5.2 Key Management Personnel	16
5.2.1 Background and career	16
5.2.2 Duties and responsibilities	19
5.3 Positions Monthly salary.....	22
5.4 Supporting Professional Advisors and Services	22
6.0 FINANCIAL PLAN.....	23
6.1 Start-Up Cost	24
6.1.1 Administrative budget.....	24
6.1.2 Marketing budget	25
6.1.3 Operation Budget.....	26

6.2 Working Capital.....	27
6.2.1 Administrative Expenditure	27
6.2.1 Marketing Expenditure	28
6.2.1 Operation Expenditure	29
6.3 Start-Cost and Financing.....	30
6.3.1 Project Implementation Cost & Source of Finance	30
6.4 Cash Flow Statement	31
6.5 Income Statement.....	32
6.5.1 Pro-Forma Production Cost Statement	32
6.5.2 Pro-Forma Income Statement	33
6.6 Balance Sheet.....	34
7.0 PROJECT MILESTONES	35
8.0 CONCLUSION.....	36
9.0 REFERENCES	37

1.0 EXECUTIVE SUMMARY

Fizz Enjoyable SDN BHD is a sole proprietorship business that supply a very easy, useful and affordable product. It produces a unique with higher technology which very useful in our daily life named Temperature Controlled Insulated Mug. It allows user to have their simple mug that can easy to bring it anywhere. The technology that was provided for this mug is the rotating system that allow user to setting up their temperature of water.

My innovation product can make people enjoy their hot beverage even though during travel, study and working in the office. Instead of having many issues in preserving the quality of drink, Temperature Controlled Insulated Mug help to solve out issues in bringing heavy mug and the shape is not slim. I have designed that mug with the slim shape that make people easy to put in the pouch and with high quality of stain less steel that make it light.

I am the first Malaysian Company that produce the product that we believe that it can control the temperature of water in the mug. My product come with various colour that allows user can choose their favourite colour. My aim in producing this kind of mug is to prevent user using heater or other heating equipment during travel.

My technology that have mentioned above can be my competitive advantages as I am doing trough case study, interview, survey of market demand, and distribution questionnaire at the area in order to get predict the