



TECHNOLOGY ENTREPRENEURSHIP (ENT600) : TECHNOLOGY BLUEPRINT

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

PROGRAMME : BACHELOR OF SCIENCE (HONS.) STATISTICS

PROGRAM CODE : CS241

NAME : NURUL ANIS HAFIZA BINTI MOHAMAD

GROUP : D2CS2416B

STUDENT ID : 2017282786

LECTURER : YUSRINA HAYATI NIK MUHAMMAD NAZIMAN

TABLE OF CONTENTS

Page Number

Contents

TABLE OF CONTENT	ii
1.0 EXECUTIVE SUMMARY	1
2.0 PRODUCT OR SERVICE DESCRIPTION	3
3.0 TECHNOLOGY DESCRIPTION	5
4.0 MARKET ANALYSIS AND STRATEGIES	7
5.0 MANAGEMENT TEAM	13
6.0 FINANCIAL ESTIMATES	19
7.0 PROJECT MILESTONES	28
8.0 CONCLUSIONS	29
9.0 APPENDICES	30

1.0 EXECUTIVE SUMMARY

1.1 Brief description of the business and product concepts

Our company produces the packaging machine that we call it as Quick Packaging T-shirt Machine with an innovation by using DC motors, PVC conveyor belts and PVC timing belt. Our product is very simple, user friendly and effective to be use. The design and style of our product is always being awesome. We offer superior quality and design at affordable prices. Our products, design and finishes will continue evolve based on consumer trends and demands.

1.2 The target market and projections

Our main target market are t-shirt printing owners and customers who searching for a machine that can help packaging t-shirt quickly and automatically.

1.3 The competitive advantages

AJ Enterprise competitors are Kemudi Timur Elektronik Sdn. Bhd., Electrical Shop Electronic KBH and Puncak Stainless Steel & Machinery Sdn. Bhd. (Kota Bharu). Their advantages are located at strategic location, well-know and their products already has brands and good quality.

1.4 The profitability

AJ Enterprise can gain a profit from selling quick packaging t-shirt machine widely in Malaysia. This company use many approach to sell this product such as sell by using online, sell at hypermarket, and selected stores throughout Malaysia and this product will gain more profit. The company also confident that will gain the first profitability in less than 1 year time.

1.5 The management team



2.0 PRODUCT DESCRIPTION

2.1 Product Concept

Quick Packaging T-shirt Machine is a machine that can packaging t-shirt automatically. Our company provides people with a new machine especially for those who often use to packaging t-shirt. So, we came out with a collection of innovative and modern machine that we hope will improve and makes easier for people to do a packaging process. At the same times, it also can solve problems to those who has back pain problem and can't stay for a long times to packaging t-shirt.

Nowadays, people become busier. They have no time to packaging t-shirt one by one. Quick Packaging T-shirt Machine eases your daily life. No need to worry if you have to packaging more than 100 t-shirt in a one time. It is convenient and safe to manage the Quick Packaging T-shirt Machine. Our product is totally necessary for nowadays.

2.2 Product Detail

2.2.1 Advantage and Material Use

- ✓ User friendly product.

This machine is user friendly product since it is easy to handle, operate and maintenance. It also helps to work fast and save time.

- ✓ Simple design and easy to use.

The machine is very simple in design and easily to shut down when it is not in used. This machine is also easy to use because the user only need to press the plug and the machine will automatically works.

- ✓ Affordable price.

The price of the machine is affordable which only cost little cheaper compared to other machine that sold in the market which cost RM 1000++.

- ✓ Durable

This machine is durable because we used the PVC conveyor belts that can makes the product last longer. PVC conveyor belts also provide a good chemical resistance and are resistant to hot water and steam, as well.