



اُنْفِرْ نَجْدَتِي لِيُنْجِيَنِي مِمَّا اَنَا فِيْهِ
UNIVERSITI
TEKNOLOGI
MARA

ENT 600:

TECHNOLOGY ENTREPRENEURSHIP

(REPORT BLUEPRINT)

MAGIC POCKET

**NAME : MUHAMMAD HAFIZZULLAH BIN JUHA
SEMAMAN**
STUDENT ID : 2017404866
CLASS : CS2416C

LECTURER NAME:

MADAM AZZAH BINTI AMRAN

TABLE OF CONTENTS

CONTENTS	PAGE
1.0 EXECUTIVE SUMMARY	1
1.1 Company Background	2
1.1.1 company profile	2
1.1.2 company logo	2
1.1.3 company vision	3
1.1.4 company mission	3
1.1.5 company objective	3
1.1.6 business operation	3
1.1.7 location	4
1.2 The description of product and business concept	4
1.3 Target and Market projection	4
1.4 The competitive advantage	5
1.5 The profitability	5
1.6 The management team	5
2.0 Product Description	
2.1 Product Concept	7
2.2 Product Detail	7
2.2.1 Advantage and Material Use	7
2.2.2 Effective Cost	8
3.0 TECHNOLOGY DESCRIPTION	9
4.0 MARKET ANALYSIS AND STRATEGIES	
4.1 Customers	14
4.2 Market size and trends	14
4.3 Competition	16
4.4 Market share and sales	17
4.5 Market strategy	19
4.5.1 Pricing	20
4.5.2 Service and Warranty Policy	20
4.5.3 Advertising and Promotion	20
4.5.4 Distribution	22
5.0 MANAGEMENT TEAM	

5.1 Organization4	23
5.2 Organization Chart	23
5.3 Key Management Personnel	24
5.4 Management Compensation and Ownership	29
6.0 FINANCIAL ESTIMATES	
6.1 One-time Start-up Costs	31
6.2 Source of Finance	34
6.3 Pro-Forma Income Statement	35
6.4 Pro-Forma Balance Sheet	37
7.0 PROJECT MILESTONES	38
8.0 CONCLUSIONS	40
9.0 REFERENCE	41

CHAPTER ONE

INTRODUCTION

1.0 EXECUTIVE SUMMARY

The PZG Spare Part Enterprise is a new company that will be operated in Malaysia. The name of this company is come out from one of the idols in motorsport. This business consists of four partners that motivate to be a successful entrepreneur. The members are including general manager, Operations manager, marketing manager and financial manager. Our business is located at Tumpat, Kelantan. After doing some research on the business opportunity that available at Tumpat, we have decided to specify our business in selling our product.

Our business will introduce a new product namely Magic Pocket which is a product that creates for those who love to ride especially a long-distance riding. As the entrepreneur that understand what are the consumers' need, this company take the problems seriously in order to solve the problems with technology. As today, technology plays an important role in this era.

Low income users, youngster riders and the entrepreneur that related to the vehicle accessories will be our target market. Also, in the future, we will expand our target market to foreign country and we believe that they will be interested in our product.

1.1 Company Background

1.1.1 Company Profile

Table 1.1: Company Profile

Name of business	PZG Spare Part Enterprise
Business Address	Lot 385, Jalan Dato Keramat, Kampung Kelong, 16200 Tumpat, Kelantan
Website	www.pzgsparepart.com
E-mail	PZGsparepart@gmail.com
Contact Number	014-2152810 / 09/-872021
Fax Number	09-9872020
Form of Business	Partnership
Main Activity	Vehicle accessories
Date of Registration	21 st January 2020
Date of commencement	20 th February 2020
Name of bank	Maybank
Bank Account Number	162777339936

1.1.2 Company Logo



Figure 1.1: Company Logo