

# UNIVERSITI TEKNOLOGI MARA FAKULTI SAINS KOMPUTER DAN MATEMATIK

## TECHNOLOGY ENTREPRENEURSHIP

**ENT600** 

## TECHNOLOGY BLUEPRINT

(DuSe LADDER)

Name : Amirah Hazwani binti Roslin

Student ID : 2019341355

Group : CS291/4A

### Lecturer's name

Madam Azzah binti Amran

**Submission date** 

9th July 2020

#### ACKNOWLEDGEMENT

I present my deepest and greatest gratitude to Allah S.W.T. I am grateful for manage to complete the Blueprint project within the time given.

I would like to extend my appreciation to all those who had made this project report a success in one way or another. To mention a few, I would like to express my highest gratitude and thanks to my Technology Entrepreneurship (ENT600) lecturer, Madam Azzah binti Amran for her time, encouragement, advices and consistent guidance throughout the completion of our research report.

I would also like to thank my parents for their prayer and support, and my friends who directly or indirectly gave ideas and opinions to complete this project. Besides, a big appreciation to my respondents that gives their cooperation, times and support in completing my questionnaire and surveys for this report completion. Without their commitment and dedication, this report will not be completed. Thank you.

# TABLE OF CONTENT

		PAGE
Title	e Page	i
Ackn	nowledgement	ii
Tabl	le of Content	iii
List	of Figures	iv
List	of Tables	V
EXECUTIVE SUMMARY		1
1.0	Product Description	2
2.0	Technology Description	4
3.0	Market Research and Analysis	6
4.0	Management Team	14
5.0	Financial Plan	24
6.0	Project Milestones	37
7.0	Conclusions	39
References		40

# LIST OF FIGURES

	Page
Figure 2.1 Raw ABS Plastic	4
Figure 2.2 ABS Plastic	4
Figure 2.3 Nylon Lock Hinges	5
Figure 2.4 Mobility of ABS Tray	5
Figure 2.5 Sliding Rail with Hinges	6
Figure 3.1 Analysis of Strengths and Weaknesses of the	10
Competitors' Products	
Figure 3.2 Analysis of Strengths and Weaknesses of the New	10
Product	
Figure 4.1 Organizational Chart of Company	
Figure 5.1 Graphs of Financial Ratio Analysis	37

# LIST OF TABLES

	Page
Table 1.1 Expected Cost for DuSe Ladder	3
Table 3.1 Market Shares in Ladder Industry	11
Table 3.2 Predicted Market Shares and Sales	11
Table 4.1 Key Management Roles in Company	15
Table 4.2 Career Highlight of Key Management Personnel	16
Table 4.3 Duties and Responsibilities of Key Management	19
Personnel	
Table 4.4 Equity Shares	22
Table 4.5 Schedule of Remuneration	22
Table 4.6 Staff and Employees Every Departments	23
Table 4.7 Supporting Professional Advisor	24
Table 5.1 Capital Expenditure: Administrative Budget	25
Table 5.2 Capital Expenditure: Marketing Budget	25
Table 5.3 Capital Expenditure: Operational Budget	26
Table 6.1 Project Milestones	38