



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT600 TECHNOLOGY ENTREPRENEURSHIP
TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT
BICYCLE MOWER WITH RAKE
COMPANY ANALYSIS OF MSN TRADING SDN. BHD



FACULTY : FSKM
PROGRAMME : BACHELOR OF SCIENCE (Hons.) STATISTICS
SEMESTER : 06
GROUP : N4CS2416D2

NAME : NOR SHUHADAH BINTI MOHAMAD SAIAN
STUDENT ID : 2017282738
LECTURER : **MADAM NORHANIZA MD AKHIR**
SUBMISSION DATE : 29TH JUNE 2020

Table of Contents

<i>Table of Contents</i>	i
Cover Letter.....	ii
1.0 EXECUTIVE SUMMARY	1
2.0 PRODUCT DESCRIPTION	3
3.0 TECHNOLOGY DESCRIPTION	5
4.0 MARKET RESEARCH AND ANALYSIS	7
4.1 Customers.....	7
4.2 Market Size and Trend.....	8
4.3 Competition and Competitive Edges.....	11
4.4 Estimated Market Share and Sales.....	13
4.5 Marketing Strategy.....	15
5.0 MANAGEMENT TEAM	17
5.1 Organization.....	17
5.2 Key Management Personnel.....	17
5.3 Management Compensation and Ownership.....	20
5.4 Supporting Professional Advisors and Services.....	21
6.0 CONCLUSION	22
<i>References</i>	23
<i>Appendices</i>	24

1.0 EXECUTIVE SUMMARY

Nowadays, people anticipating for new innovation or invention to help them in their daily routine. Our Bicycle Mower with Rake will help the owner saving energy and time. The main reason that makes this lamp so original is that the combination between mower and rake. Namely, this product help the owner to save time for raking after mowing because it can do both mowing and raking in the same time.

MSN Trading Sdn. Bhd. provide variety size and colour according to customer demands. The company will introduce this new technology to public, in order to find help the customer save time in landscaping their lawn. The components of the product is adult bicycle, rotary mower, leaf rake and a petrol powered motor. Customers can buy the product through retailer or go to the company official website to purchase it. Other than that, the customer can customized the product by choosing, size and colour of bicycle, size of rotary mower and size and type of leaf rake at the official website.

The major purchasers are the schools, universities, municipal council and companies that provide lawn services. Since this product is from local company, the product pricing is much cheaper compared to companies from outside of Malaysia but with the same quality. In addition to that, our company is the first one to commercialized a combination between bicycle, lawn mower and rake. Therefore, our company have more advantage compared to other local product.

Other than the fact that Bicycle Mower with Rake has a great features and affordable, it has simple design since it use bicycle as the main body; where the mower, rake and motor attached to. Therefore, it is easy to use, small, light and only need a small space to store it. Since it is petrol powered, it can cover large area without the power supply. Therefore, it can help in power saving.

In order to enhance the marketing of the product, the Marketing Team will rent billboards or put up banners around Negeri Sembilan. Other than that, flyers will be put up at bus boards or post up an article regarding the product in newspaper or magazines.

For the key management roles in the MSN Trading Sdn. Bhd, the Chief Executive Officer is Mrs. Mrs. Nor Shuhadah binti Mohamad Saian; Administrative Manager, Mrs. Nur Syafiqah Syuhada binti Idris; Financial Manager, Mrs. Nur Syafiqah binti Abu Bakar; Marketing Manager, Mrs. Syazwani Wajihah binti Rosli and Operation Engineer, Mrs. Anis Aleeza binti Abu Bakar.

2.0 PRODUCT DESCRIPTION

In 1830, Edwin Budding invents the first lawn mower in England, since then, the lawn mower has evolved until in 2000, a robotic lawn mower which is debuted by two companies. It is a fact that mowing is an exhausting and time-consuming task. Therefore, innovator keep innovate the lawn mower so that it can cover larger area, less time-consuming and easy to use. However, as it keep evolving, the price can be higher and unaffordable to low and medium household income group.

MSN Trading Sdn. Bhd. Has come up with this idea to innovate a lawn mower that are economically affordable, less time-consuming, easy to use and store. By taking the advantages toward this situation, the Bicycle Mower with Rake has been incented with special features.

The Bicycle Mower with Rake are consist of an adult size bicycle, a rotary mower, cutter height adjuster, a leaf rake, a carrier, an engine and a cover of engine. First of all, the main body of the mower is bicycle. Due to its features that is light and small, the mower needs only a small space to store. In addition to that, it is more cheaper and affordable. It can be vary in size and colour, depending on the comfortability and preference of the buyer. The owner also can save the energy by ride on the mower, instead of pushing it. Notice that there is no need to cycling the pedal because the motor will run the mower. In addition to that, instead of adding the mower in front of the bicycle, the front tire will be replaced by the rotary mower to decrease the size. Rotary mower provide the most-even cut. So that the lawn looks clean and the cut is even all across the lawn. The wheel on the rotary mower are generally on the corners of the mower and thus are usually inboard of the widest swing of the blade between them. Along with the cutter height adjuster, the owner may adjust the blade to the suitable height since the grass may be too short or too tall.

More interestingly, there is an addition of leaf rake at the behind of back tire, just like a 'tail'. It is also vary in size and type, depends on the preference of the buyer. The leaf rake will raking the grass clippings. It is a very time-saver feature since the owner do not need to rake the grass clippings after mowing. The rake can be detached and attached with any type of suitable rake.