



اَوْبُوْ رَسِيْتِيْ بِاَيْدِيْكَوْ لَوْ كُنِيْ فَاِيْمَارًا
UNIVERSITI
TEKNOLOGI
MARA

WM SENSATION SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): BLUEPRINT

**FACULTY & PROGRAMME: COMPUTER AND MATHEMATICAL SCIENCES &
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SEMESTER : 6

PROJECT TITLE : REPORT ON BLUEPRINT

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1.0 EXECUTIVE SUMMARY

1.1 Company Background

1.1.1. Company Profile

Name of the Company	WM Sensation Sdn. Bhd.
Business Address:	Lot 1-06, 1st Floor, Pasaraya The Store, No.6, Bandar Baru Sungai Buloh, 47000 Shah Alam, Selangor, Malaysia
Correspondence Address:	Website: www.wmsensation.com.my Email: wmsensation@gmail.com.my
Telephone Number:	03-6034343
Fax Number:	03-6034344
Form of Business:	Partnership
Main Activity:	Tracker Device
Date of Commencement:	11 th September 2016
Date of Business Registration:	1 st August 2016
Name of Bank:	Maybank
Bank Account Number:	162013456258

Table 1: Company Profile

1.1.2. Logo



	DESCRIPTIONS
WM Sensation SDN. BHD.	WM Sensation Sdn. Bhd. is our company's name where WM is derived from our founder's name which is Wan Mursyidah. While the word Sensation was chosen because Sensation itself give the meaning of great excitement or interest, or someone or something that causes excitement. So, we hope that our customers will feel excited while purchasing and using our products.
4 hands	The four hands indicate that our customers need our products in their daily lives. It also shows that our company is a user-friendly company where our customers are looking forward to using our products and services again in the future.
3 speech bubbles	The three speech bubbles show a strong relationship between our company and the customers since the customers can give feedbacks or give their opinions about our products which can help us making an improvement in the future. These 3 speech bubbles can also give a meaning of hoping our customers will promote our products to their family and friends and how they feel excited talking about our products and services.
Red, blue and green colours	Red colour is called a colour of good luck in Asia. Therefore, we hope that our company will has a bright future. Blue colour is a symbol of authority and peace, where we hope that our company will become one of the successful companies in the future and we will compete healthily with our competitors.

