TECHNOLOGY ENTREPRENEURSHIP (ENT600) :
BLUEPRINT
(EZLOCK PADLOCK)

QWERTY
TECH

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCES

PROGRAMME : BACHELOR OF SCIENCE (HONS.) MANAGEMENT
MATHEMATICS

SEMESTER : 6

GROUP : CS2486A

NAME : NUR HAZIMAH BINTI TAMHAJI (2017412336)

LECTURER : TENGKU SHARIFELEANI RATUL MAKNU BT TENGKU
SULAIMAN

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TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

EXECUTIVE SUMMARY

Qwerty Tech Sdn. Bhd. is an electronic company that established in 2015 which focused on new technological products. Our company managed to expand our business and gained trust from customers since we offer a high quality in the production. Our target market area is Negeri Sembilan since the main headquarter (HQ) of Qwerty Tech is in Seremban. Recently, our company offer a new product, Ezlock which is a smart padlock that is convenience and multifunction. We come up with this idea based on the observations and the existing product in the market. Plus, Ezlock is a multi-purpose where the user can use the padlock inside and outside house in securing safety. Ezlock padlock is targeted for middle age person within range of 20 to 40 years old. This product is suitable for students and people who owned a rent house. They only have to use a smart phone in unlocking the padlock instead of duplicate a key for everyone.

In addition, Qwerty Tech provides an affordable price for Ezlock padlock to secure its position in the padlock market. A competitive advantage allows the company to offer a lower price for their product in attracting customers. Hence, the competitive advantages of Ezlock padlock is its feature in securing safety. Compared to the existing product, padlock is installed with a camera, motion alarm sensor and easy to recharge. Other brands might have either one of the declared features and the price is quiet expensive. Furthermore, the padlock is suitable and safe for everyone to use since it is made of a quality materials.

Based on the conducted market analysis, it indicates that Ezlock padlock could gives a promising profits in return. The price for Ezlock padlock is RM95.05 per unit. For the first year of operation, we predict 7938 units of Ezlock are sold then gives a total sales about RM 754,506.90. Through a systematic and keen strategy, the product sales might keep growing over the years of operation. We predict that the market share of the product will increase by 5% for every years. Hence, the profit will keep increasing by years and able to cover its production cost.

Our management team has made an analysis through a concept testing in ensuring that Ezlock is reliable in padlock industry before the product is launched. In enhancing the quality of our products, Qwerty Tech consists of a director and five crucial manager with a different scope of job. The company need a credible leader to run efficiently since our company produces a new technological innovation. The head of Qwerty Tech company is Director who is responsible to lead the management team. To ensure that Qwerty Tech has a systematic organization, there are several main department in our company which are Financial, Human Resource, Marketing and Operations department. Under the director position, our Executive Manager is responsible to manage all the business dealing and making a wise decisions. The Financial Manager need to monitor all the cash flows running in the company so that we can minimize losses. Besides, the Human Resource Manager is responsible to monitor all the activities in human resource department. Furthermore, our Marketing Manager must ensure all activities in promoting our products are effective. Last but not least, our Operational Manager is responsible to monitor and improve productivity of our product.