



اَوْنُوْرُ سَيِّدِي تَيْكُوْلُوْ كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## TECHNOLOGY BLUEPRINT: COOKING TABLE

---

KUICKITCHEN SDN BHD



**FACULTY** : FSKM  
**PROGRAMME** : BACHELOR OF SCIENCE (HONS.) MANAGEMENT  
MATHEMATICS  
**SEMESTER** : 06  
**GROUP** : CS2486A  
**PREPARED BY** : NURATIKAH BINTI ZUHAIRI  
**LECTURER** : PUAN TENGKU SHARIFELEANI RATUL MAKNU  
TENGKU SULAIMAN  
**SUBMISSION DATE** : 3 JULY 2020

## TABLE OF CONTENT

LIST OF TABLES .....	iv
LIST OF FIGURES .....	v
COVER LETTER .....	vi
1.0 EXECUTIVE SUMMARY .....	1
1.1 Brief Description of the Business and Product Concepts .....	1
1.2 The Target Market and Projections .....	2
1.3 The Competitive Advantages .....	2
1.4 The Profitability .....	3
1.5 The Management Team.....	3
2.0 INTRODUCTION .....	4
3.0 PRODUCT OR SERVICE DESCRIPTION.....	5
4.0 TECHNOLOGY DESCRIPTION .....	12
5.0 MARKET ANALYSIS AND STRATEGIES .....	14
5.1 Customers.....	14
5.2 Market Size and Trends.....	16
5.3 Competition and Competitive Edge .....	18
5.4 Estimated Market Share and Sales .....	21
5.5 Market Strategy .....	23
6.0 MANAGEMENT TEAM .....	28
6.1 Organisation .....	28
6.2 Key Management Personnel.....	30
6.3 Management Compensation and Ownership.....	35
6.4 Supporting Professional Advisors & Services .....	36
7.0 FINANCIAL ESTIMATION.....	37
7.1 Start-up Cost.....	38
7.2 Working Capital .....	39
7.3 Start-Up Capital and Financing .....	40
7.4 Projected Sales and Purchase .....	42
7.5 Income Statement.....	43
7.6 Balance Sheet .....	45
8.0 PROJECT MILESTONES.....	46
9.0 CONCLUSIONS.....	47
REFERENCES .....	48

## **LIST OF TABLES**

Table 1: Kuickitchen Sdn Bhd Business Background.....	1
Table 2: The Material Use and Cost Incurred.....	5
Table 3: Cooking Table’s Specification.....	6
Table 4: The District, Population and Number of Households in Negeri Sembilan.....	15
Table 5: The Market Size and Potential Profitability in Negeri Sembilan Region.....	17
Table 6: Competitors and Its Strengths and Weakness.....	18
Table 7: The Competitive Features Between Competitors.....	19
Table 8: Advantages, Disadvantages and Reasons of Competitor’s Product.....	20
Table 9: Market Shares Before Entry of KuicKitchen Sdn Bhd.....	21
Table 10: Market Shares After Entry of KuicKitchen Sdn Bhd.....	22
Table 11: Product Market Share and Sales.....	23
Table 12: Key Management Roles.....	28
Table 13: Career Highlights of Key Management Roles.....	30
Table 14: Duties and Responsibility of Key Management Roles.....	32
Table 15: Management Compensation and Ownership.....	35
Table 16: Professional Advisors.....	36
Table 17: Start-Up Cost.....	38
Table 18: Pre-Operating & Working Capital.....	39
Table 19: Project Financing.....	40
Table 20: Implementation Cost.....	41
Table 21: Sales Projections.....	42
Table 22: Purchase Projections.....	42
Table 23: Income Statement.....	43
Table 24: Balance Sheet.....	45
Table 25: Project Milestones.....	46

## 1.0 EXECUTIVE SUMMARY

### 1.1 Brief Description of the Business and Product Concepts

KuicKitchen Sdn Bhd is a form of partnership business which had been witnessed by advocates and solicitor which were named by members of the shareholders. It is located at Seremban 2, Negeri Sembilan. Seremban has been chosen since the place is strategic where it is near to the highways. So, it is easier for supplier to deliver raw materials and ease customers to get the services. Table 1.1 shows the business background of KuicKitchen Sdn Bhd.

Table 1: Kuickitchen Sdn Bhd Business Background

Name	KuicKitchen Sdn Bhd
Address	125A Persiaran S2 B1, Seremban 2, 70300 Seremban, Negeri Sembilan.
Tel	09-5240429
Fax	09-5240429
Website	<a href="http://www.kuickitchen.com">www.kuickitchen.com</a>
Email	<a href="mailto:enquiry@KK.com.my">enquiry@KK.com.my</a>
Facebook	Kuickitchen
Form of business	Partnership
Date of registration	3 Oktober 2020
Date of commence	1 January 2021
Registration No.	ART 986540
Name of bank	CIMB Bank
Account no.	7649013098

KuicKitchen Sdn Bhd is a company that is targeted to be the top company in Malaysia by providing the main product which is multifunction electric stove which is a combination of dining table and electric stove with a brand name Cooking Table to the customers. Cooking Table that inspired from innovation criteria that exist in proposed product. This company focuses on providing varies features stove to the customer and give them satisfaction when using the product. The product has many usability such as cooking mode for BBQ, grill, hot

pot, soup, boiling and reheating, and also have many safety features. With the six cooking modes, timer and temperature selection, customers can easily cook many meals at the same time. Cooking Table is a technology-based stove that have highly demand nowadays. Plus, great safety features and easy to clean hobs makes them getting a lot of attention. This product is available and sold at the physical store at Seremban 2 and also pro shops likes Sen Heng and Courts which is located at each city in Negeri Sembilan.

## **1.2 The Target Market and Projections**

KuicKichen Sdn Bhd defines that potential customers are taken from a psychographic, geographic and demographic market segment. The potential customers of this product are busy lifestyle household based on psychographic segmentation. It can help them to cook faster as it uses induction cooktops that reduce the time for cooking. Other than that, it is targeted for high income household based on demographic segmentation. The high income household will prefer to use convenience and high quality product like Cooking Table as they can afford to buy them. It is also suitable for those who have small house and office pantry as this product is a combination of dining table and electric stove, it can reduce a lot of space consumption in house. The major purchaser of this product are household and office owner since this product can give optimum benefits to them. Therefore, Cooking Table are recommended to this group since the multi-function stove can ensure that they bring both fast cooking and easy cleaning features.

I am confident that my company's products are being marketed to attract the public and thus provide a double benefit to the company because there is always something for everyone needed. I will focus on seven of districts in Negeri Sembilan to promote this product because these places have many of potential customers that may help in introducing the product. The large population capacity in here make the possibility of acceptance of Cooking Table is high.

## **1.3 The Competitive Advantages**

Designing an idea of making this kind of multifunction electric stove is never been easier. In that view, this company can predict customers' expectation from the company. The use of current technology would help to expand kitchen appliances business operation in Malaysia. This will bring advantage for KuicKichen Sdn Bhd which will differ it from other companies.