



اَوْنِبُوْرَسِيْتِي تِي كُنُوْلُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

BLUEPRINT



SMART TRON HELMET

STUDENT'S NAME : SYAFIQA EMYLYANA BINTI MOHD NAZRI  
STUDENT ID : 2017412342  
PROGRAMME : CS248 – BACHELOR OF SCIENCES (HONS)  
MATHEMATICS MANAGEMENT  
GROUP : CS2486A  
SEMESTER : 6  
LECTURER : TENGKU SHARIFELEANI RATUL MAKNU  
TENGKU SULAIMAN  
SUBMISSION DATE : 3 JULY 2020

## Table of Contents

Table of Figures .....	iii
List of Tables .....	iii
Cover Letter .....	iv
Executive Summary.....	vi
Introduction .....	1
1.0 Product or Service Description.....	2
2.0 Technology Description.....	6
3.0 Market Analysis and Strategies .....	9
3.1 Customer .....	9
3.2 Market Size and Trends.....	10
3.2.1 Total Market and Share .....	10
3.2.2 Potential Annual Growth .....	11
3.2.3 Factors Affecting Market Growth .....	12
3.3 Competition and Competitive Edges.....	13
3.3.1 Strength and Weakness of Competitors.....	13
3.3.2 Comparative Features between Competitors.....	14
3.3.3 Additional Features of the Product.....	14
3.4 Marketing Strategy.....	16
3.4.1 Overall Marketing Strategy.....	16
3.4.2 Pricing.....	17
3.4.3 Sales tactics .....	17
3.4.4 Service and Warranty policy .....	17
3.4.5 Advertising and Promotion .....	17
4.0 Management Team .....	19
4.1 Organization .....	19
4.2 Key Management Personnel .....	20
4.2.1 General Manager .....	20
4.2.2 Administrative Manager .....	21
4.2.3 Marketing Manager .....	22
4.2.4 Financial Manager.....	23
4.2.5 Operation Manager.....	24
4.2.6 Sales Manager.....	25

4.3	Management Compensation and Ownership .....	26
4.4	Supporting Profesional Advisors and Services .....	27
5.0	Financial Estimation .....	28
5.1	Start-Up Cost .....	28
5.2	Working Capital .....	29
5.3	Start-Up Capital and Financing .....	30
6.0	Project Milestone .....	31
7.0	Conclusion .....	32
	References .....	33

## Table of Figures

<i>Figure 1: Left-view of Smart Tron Helmet .....</i>	<i>3</i>
<i>Figure 2: Right-view of Smart Tron helmet .....</i>	<i>4</i>
<i>Figure 3: Smart Tron Helmet's inner view .....</i>	<i>4</i>
<i>Figure 4: Front and Back View of Smart Tron Helmet .....</i>	<i>5</i>
<i>Figure 5: SENA SMH5 Bluetooth device .....</i>	<i>6</i>
<i>Figure 6: EL Cold Light 4 device .....</i>	<i>7</i>
<i>Figure 7: SENA Prism Tube Action camera .....</i>	<i>8</i>
<i>Figure 8: Organizational Chart of SN Automotive Sdn Bhd .....</i>	<i>19</i>
<i>Figure 9: Gann Chart of Project Milestones of Smart Tron Helmet .....</i>	<i>31</i>

## List of Tables

<i>Table 1: Market size of three years .....</i>	<i>11</i>
<i>Table 2: Strength and Weakness of Competitors .....</i>	<i>13</i>
<i>Table 3: Comparative Features between Competitors .....</i>	<i>14</i>
<i>Table 4: Advantages and Disadvantages of Smart Tron Helmet .....</i>	<i>15</i>
<i>Table 5: Salary of worker of SN Automotive Sdn Bhd .....</i>	<i>26</i>
<i>Table 6: Equity Invest of SN Automotive Sdn Bhd .....</i>	<i>26</i>
<i>Table 7: Professional Advisor and Services .....</i>	<i>27</i>
<i>Table 8: Administrative Expenditure .....</i>	<i>28</i>
<i>Table 9: Working Capital of SN Automotive Sdn Bhd .....</i>	<i>29</i>
<i>Table 10: Start-up capital and Financing of SN Automotive Sdn Bhd .....</i>	<i>30</i>

## **Executive Summary**

SN Automotive Sdn Bhd is a company that is located in Shah Alam which produces automotive products that are useful to the market. For our latest product, we produce a motorcycle helmet that has various smart functions which will give benefits to the user named Smart Tron Helmet. This product is an improvement of ordinary helmet that already exists in the market with addition of three special features which are Bluetooth technology device, light strip device and Integrated Action Camera. This product is solely produced to increase the level of safety of motorcycle rider on the road. The company was established in August 2019 and focusing on targeted customer with certain stage of age especially customers with range of age from 18 to 50 years old. Since that the price of this product is quite high, therefore we focus on customers with more than RM2000 monthly income. As the beginning of the business, we only focus to the region in Malaysia before expand it to the neighbor country.

For the marketing, this company used two types of channels which are physical channel and online advertising. It is because people nowadays prefer to purchase products with just only one click which is easier and less-time consuming for them. However, there are still exist people that prefer to do window shopping by choosing the product physically so that it matches their taste. Smart Tron Helmet is a new product to the market. Therefore, we used technologies from high-quality brands to produce this product to make sure it is functioning well and able to fulfill the needs of customers. We also design this product with smart trendy design that suits and will be loved by all stage of age of the customers. Furthermore, matte black colour of this helmet will make the product looks classier and more exclusive. We will start the sale of this product in December of 2020.

As stated in our agreement, our team that consist of 6 partners contributed certain amount of capital. We agreed the position of each partner which, Syafiqah Emylyana Binti Mohd Nazri as General Manager, Nadzatul Hajar Binti Mhd Nizam as Administrative Manager, Nuraiman Khaliesah Binti Kamal Baharin as Marketing Manager, Nurul Najihah Binti Kamaruzaman as Financial Manager, Nur Izzah Shafiqah Binti Mohd Bakri as Operation Manager and Norsyahira Binti Rosle as Sales Manager. Each of the partner has their own role and responsibilities in building this company and in achieving our vision to be number one automotive manufacturer in Malaysia and expands this business to other country.

## **Introduction**

According to Transport Statistics Malaysia 2018, the number of daily users in Malaysia from 2009 to 2018 is increases especially in certain region such as Kuala Lumpur and Selangor. The number of accidents, casualties and deaths caused by road accidents is also arising from year 2009 until 2018. Therefore, the risk for a user either driver of a car or motorcycle rider to involve in road accident is really high.

SN Automotive Sdn Bhd is a new company that has established on August 2019 with six key employments as management team. SN Automotive Sdn Bhd has produced a product that may help in changing these statistics that is mentioned above. Smart Tron Helmet is the product that is produced by this company which may help increases the level of safety of motorcycle rider when they are on the road. This product is called smart since it provides various functions to the user such as it contains Integrated Action Camera that can be used by the user to record his or her ride, Bluetooth 3.0 device that enables the user to sync the helmet with their phone and lastly, LED light strip that can be used for emergency case. This product is focused to the motorcycle rider and helmet collector with range of age from 18 to 50 years old with income more than RM2000. The user may prevent themselves from involves in accident if they use this product in a right way.

The logo for SN Automotive Sdn Bhd features a stylized 'S' and 'N' intertwined within a circular border. Below this graphic, the text 'SN Automotive' is written in a cursive script, and 'Sdn Bhd' is written in a simpler, sans-serif font underneath.

*SN Automotive*  
Sdn Bhd