



اَوْنِيُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْكَوِيْ بِمَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT600 TECHNOLOGY ENTREPRENEURSHIP  
TECHNOLOGY BLUEPRINT**

**BAE BOOK ENTERPRISE**

---

**FACULTY : FSKM**  
**PROGRAMME : BACHELOR OF SCIENCE (HONS) MATHEMATICS**  
**SEMESTER : 6**  
**NAME : NUR MUNIRA SHARMIMI BT ZABHA**  
**STUDENT ID : 2017379875**  
**GROUP : N4CS49 6B1**  
**LECTURER : TENGKU SHARIFELEANI RATUL MAKNU BT  
TENGKU SULAIMAN**  
**SUBMISSION DATE: 29 JUNE 2020**

## **ACKNOWLEDGEMENT**

IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

My highest gratitude to Allah S.W.T for enabling me to complete this assignment of Bae Book Enterprise's technology blueprint. My sincere gratitude to the most important person namely Puan Tengku Sharifeleani Ratul Maknu Bt Tengku Sulaiman, my ENT600 lecturer for her contributions, suggestions, encouragement, guidance and direction before and during the process of preparing and completion on this report. Without her, I would not be able to complete this task completely. In addition, a thank you to my classmate that given and provide a useful information in helping me during the process of completion of this project work. Every great experience requires the help, cooperation and support from many people for this assignment to be truly good. I would also want to thank my family for their material and moral support.

# TABLE OF CONTENT

TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURE	iv
LIST OF TABLE	v
COVER LETTER	vi
EXECUTIVE SUMMARY	vii-vii
1. PRODUCT OR SERVICE DESCRIPTION	1-4
2. TECHNOLOGY DESCRIPTION	5
3. MARKET ANALYSIS AND STRATEGIES	6-18
4. MANAGEMENT TEAM	19-29
5. FINANCIAL ESTIMATES	30-31
6. PROJECT MILESTONES	32
7. CONCLUSIONS	33
REFERENCES	34
APPENDICES	35-36

## **EXECUTIVE SUMMARY**

Young children ages between three and eight love being read to. Even at an early age, children enjoy storytelling sessions that teach them something new and incite their imagination. Most children learn faster with visual compared to children who are not. However, parents nowadays are busy to satisfy the demand at work and they do not have much time to read story to their children. Although there are various option of storybook in the market, but it still does not meet the requirements. Thus, Bae Book Enterprise has decided to introduce ‘Spongy Book’ to the market. Spongy Book is durable, child-friendly and educative. It is because Spongy Book uses augmented reality (AR) to make it more exciting and educative for children. It also use high quality material to prevent harm to the children.

Our target market is all parent with M40 and above with young children age between 3 to 6 years old. We focus on this specific consumer because we want to improve children’s way of learning and education and we also wants to introduce augmented reality (AR) storybook market in Malaysia in order to attain Industry Revolution 4.0. Since our product is unique and the first to be introduced in Malaysia, the demand for this product is highly expected. We distributed our product through retailers, wholesalers, distributors and internet.

Previous book are made of paper which is too thin, too absorbent and easy to get wet causes the paper to get damaged and unusable quickly. In order to resolve the problem, some innovation had been made which is in term of material usage. Usually book use normal paper or barks for cover page and content page. However, Spongy Book has been improvised as it uses EVA foam for cover of the book and Ottertext canvas for the pages. Both materials are waterproof and safe to be used especially for children. Spongy Books also available in many versions and in order to achieve Industry Revolution 4.0, Augmented Reality (AR) technology was applied to this product AR technology here is 3D features application that allows the developer to connect animation in computer program to a “marker” of augmented reality in the real world.

The profitability of our company is highly achievable as the sales forecast for year 1 is RM 495,945.00. It is increasing from year 1 until year 3 with the increase of sales percentage every year. We are confident to boost up our sales every month and year as we know parent always want the best for their children. Thus, the demand for our product is highly expected.

Bae Book Enterprise is a new business that operated in a strategic area which is at Petaling Jaya, Selangor. It is being managed by partnership members and this business consists of five managers with four people which are General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. Nur Munira Sharmimi Bt Zabha as the General Manager and Administrative Manager. Nur Afiqah Bt Zulraimi as the Marketing Manager, Nur Amanina Bt Hilmi as the Operational Manager and Farah Hanani Bt Mohd Ehwan as the Financial Manager.