



اُنْبُوْا سِيَّتِي تَكُوْنُوْا مَعِيْ
UNIVERSITI
TEKNOLOGI
MARA



TECHNOLOGY BLUEPRINT RADIATING ROAD CONVEX MIRROR

(by Safe Journey Sdn. Bhd.)

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

FACULTY & PROGRAMME : FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCES
BACHELOR OF SCIENCE (HONS.) STATISTICS

SEMESTER : SEMESTER 6

STUDENT NAME : AINA SHAMIN NAJIHAH BINTI ZAINUDIN

STUDENT ID : 2017282698

LECTURER : MADAM ZAIDATULHUSNA BINTI MOHD ISNANI

SUBMISSION DATE : 29th JUNE 2020

ACKNOWLEDGEMENT

Alhamdulillah, biggest thanks to Allah SWT for giving me chance to finish this report and for the presence of these people in helping throughout the completion of this study. Therefore, I would like to express my greatest gratitude to my supportive Entrepreneurship lecturer, Madam Zaidatulhusna Mohd Isnani for the countless hours of guidance and dedication for showing the ways and measures needed to complete this last project named Technology Blueprint as part of the course requirement. Not to forget, a bunch of thanks and appreciation to my parents and classmates for their ideas and encouragement upon completing this project.

TABLE OF CONTENTS

TOPIC	PAGE
ACKNOWLEDGEMENT	2
TABLE OF CONTENTS	3
LIST OF FIGURES	5
LIST OF TABLE	5
1.0 EXECUTIVES SUMMARY	6
2.0 PRODUCT OR SERVICE DESCRIPTION	7
2.1 Product Description	7
2.1.1 Prototype of Radiating Road Convex Mirror	9
2.2 Application of the Products	10
2.3 Special Features and Product Comparison with Existing Product	11
2.3.1 Special Features	11
2.3.2 Product Comparison with Existing Product	12
2.4 New Product Development Process	14
2.5 Intellectual Property of the Products	15
2.6 Opportunities for Expansion of the Product Line/ Development of Related Product or Service	16
3.0 TECHNOLOGY DESCRIPTION	18
4.0 MARKET ANALYSIS AND STRATEGIES	21
4.1 Customers	21
4.2 Market Size and Trends	22
4.2.1 Size of the Current Total Market	21
4.2.2 Potential Annual Growth for Three Years of Total Market	23
4.2.3 Major Factors Affecting the Market Growth	23
4.3 Competition and Competitive Edges	24
4.3.1 The Strengths and Weakness of Competitors	24
4.3.2 The Competitive Features between Competitors	24
4.3.3 Benefit to the Customer and Our Competitors	25
4.3.4 Advantage and Disadvantage of Product	26
4.4 Estimated Market Share and Sales	27
4.5 Marketing Strategy	30

5.0 MANAGEMENT TEAM	32
5.1 Organisation of the Company	32
5.2 Key Management Personnel	34
5.2.1 Career Highlights	34
5.2.2 Duties and Responsibilities	37
5.3 Management Compensation and Ownership	40
5.4 Supporting Professional Advisors and Services	41
6.0 CONCLUSION	42
7.0 APPENDICES	43

1.0 EXECUTIVES SUMMARY

Road accidents at corners and blind turns in Malaysia are no more defined as shocking news as it happened from time to time no matter how much our era is filled with technology. It is proven that accidents at blind turns can be prevented if road convex mirror is fully utilized and road users limit their speed while turning their vehicle. Therefore, Safe Journey Sdn. Bhd. came with an idea of inventing a new form of road safety convex mirror filled with technologies and special features which are relevant in the current timeframe. The new product is called as Radiating Road Convex Mirror where it can radiate warning signal among road users when there are incoming vehicles from hidden or opposite road.

The priority of developing Radiating Road Convex Mirror is to increase the awareness among road users then to reduce the road accidents especially at blind spots and corners. The warning signal is actually light color changing from green to red, displayed by LED Wi-Fi smart light bulbs located at the upper part of convex mirror. One that triggers the light bulbs to change color is wireless access point attached at the pole which receive radar signal from wireless vehicle detecting sensors embedded under the road. Technologies involved in this product development are Magnetometer, Wireless Sensor Network and SensorManager Software.

Target market for aforementioned product are all road concessioners registered under Lembaga Lebuhraya Malaysia (LLM) which covered a total of 33 highways and expressways. Moreover, as shown in the organizational chart later, there are five business partners that motivated to be part of Safe Journey Company, playing big roles which are consists of General Manager, Administrative Manager, IT manager, Human Resources Manager and Financial Manager. It is believed that if all backbones or workers of the company could work and strive together despite all the risks and difficulties faced from time to time, Safe Journey Sdn. Bhd. will stand tall in the industry and will make it to not only all around Malaysia but also global.

As for competitive advantage, Safe Journey Company would make top competitors such as Bio-Pro Sales & Services Sdn. Bhd. and Bright Pancar Sdn. Bhd. to be role model as they have numerous strength. Despite, possible competitors should also improve their product base on the new product due to theirs are not equipped with technology. Besides, it is believed that profitability of company is mainly from the sales of goods and provisions of services. Therefore, Safe Journey Company should always aware about production and service performances. Hence, Radiating Road Convex Mirror could reach global trading soon.