



SMART BABY SLEEP TECHNOLOGY

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

PROGRAM : BACHELOR OF SCIENCE (HONS.) STATISTIC

PROGRAM CODE : CS241

COURSE : TECHNOLOGY ENTREPRENEURSHIP

COURSE CODE : ENT600

SEMESTER : 6

NAME : MUHAMMAD FIKRI BIN RAZALI

SUBMITTED TO

Z Aidatulhusna Mohd Isnani

SUBMISSION DATE

29 JUNE 2020

Table of Contents

1.0 EXECUTIVE SUMMARY.....	2
2.0 PRODUCT AND SERVICES DESCRIPTION	3
2.1 Details of Product	3
2.2 Application of the Product.....	3
2.3 Unique Feature.....	4
2.4 Present Development	5
2.5 Patents or Proprietary.....	6
2.6 Opportunity for the Expansion.....	6
3.0 TECHNOLOGY DESCRIPTION	8
4.0 MARKET RESEARCH AND ANALYSIS	11
4.1 Customers	11
4.2 Market Size and Trends	12
4.3 Competition and Competitive Edges	14
4.4 Estimated Market Share and Sales.....	17
4.5 Marketing Strategy.....	20
5.0 MANAGEMENT TEAM	26
5.1 Organization.....	26
5.2 Key Management Personnel	27
5.3 Management Compensation and Ownership	33
5.4 Supporting Professional Advisors and Services	34
6.0 CONCLUSION.....	36
7.0 APPENDICES	37

1.0 EXECUTIVE SUMMARY

Smart baby sleep was the production device that came out from researcher idea. The researcher makes this new product due to ease parent nowadays and increases the level of parent's observation towards their children. This new creation product produced according to a problem arises among the parents in this current time, and also from the market survey that has been conducted by the researcher via the questionnaire distributed. 20 number of respondent were giving a good response towards this study in helping the researcher gain good information related. This new product was based on the existing product which is a camera, but in this study, it has been innovated by the researcher idea and become a 'Smart Baby Sleep'.

Target market were consists of parents which is the one that is needed help in order to manage and monitor their children during the night. Challenge faced by parents nowadays are a little bit harder due to this couple need to work in the morning while in the night they have to manage and monitor their children. Since many parents stated that they have to stay awake during the night to let their baby sleep tight. This new product was created and innovate to lessen their burden.

The competitive advantages own by this Smart baby sleep is it has their characteristics in monitor children especially the baby. This device capable record and analyse the baby sleep pattern during night. By using the sophistication existing in the smart camera, the researcher just innovates and improve the camera and becoming a device that able to analyse the sleep pattern by using the movement detection system. Besides, it also has its own application software that can easily install on the parent's smartphone. This application is able to show the output results toward users.

Tateh Industry Company has a chance of increasing their company profitability. By introducing this new creation product via media social, company and collaboration between another companies, this product will able widen its unique characteristic all around Malaysia.

While in order to raise up the new product in the market place, the researcher and company have their own management team to ease the process smoothly and make it more arranged. Just like before this mama and baby boutique has its own management team, but since there was a new product release this company improve the management become perfect. In the same time, it will increase the company profitability all at once make this new creation product known well all around Malaysia.

2.0 PRODUCT AND SERVICES DESCRIPTION

2.1 Details of Product

This product is about camera security system for baby. The product is help parents in monitor their baby become much easier, save energy and follow nowadays technology pattern. This product has its special features and come with the application that compatible with the smart camera that used in monitor and study baby sleep pattern during they sleep. This product is available in variety of colour such as white, black, pink and soft blue with packing size 28cm x 10cm x 15cm. The tool bit is consist of compact plastic for the outer and the inner are consist of the smart camera. This camera having a specific 90 degrees angle with a good angle in focus into baby in order to record and analyse on the movement. Smart camera come with the 1080 full high definition regarding to have a clearer virtual picture for the recording and analysing system. It operate with the motion detector as an intruder and send an alert to your control panel. This device compatible connected from camera to application software that has been install on parent smartphone, it connected by using the internet connection.

While the software application were made due to act as output result show to the user, which mean parent can look their virtual activity either baby are sleep or awake. This application also used for get the pattern sleep show during night either it good or not. Special features for this product is it will directly send notification towards application on the smartphone when baby are awake from sleep. So it can be said that, it act as a safety device that monitor baby especially during they sleep. Hence even if parent are sleep, it will send notification as alert that their baby are awake. Thus parent can take for the next action for baby either feed them to let the fall back to sleep or anything else.

2.2 Application of the Product

Smart baby sleep can be apply by using this kind of step. Firstly, it must be directly used the electric power supply since the build in battery only will be used at the emergency time such as electric trip during this camera is in use. Secondly, the smart baby sleep should be attach to the stand given in order get a better angle towards baby sleep region. The camera are readied to record and analyse the baby sleep pattern. Third, don't forget to stay connected the both camera and application on the smartphone to the internet connection to make sure the system. Then when baby are going to sleep, click on start button to start record and analyse. While parents can directly access to the application to see their baby condition. Stay close with the smartphone if parent want to sleep in order to receive information if their baby are awake. Hence they also can check their baby status sleep.

2.3 Unique Feature

Basically, this new creation product namely Smart Baby Sleep has its own significant value compared to other ordinary smart camera. Existing smart camera that usually been sell out there only use only for snap picture, recording and as CCTV for any preemies. But in researcher new innovation idea of baby security during sleep, researcher had its own special features that could not found in any competitors product in Malaysia. The unique product is researcher create it without using the hard drive storage. Any data will be saved on the cloud storage and keep secure from harm. Unlimited data will be save on cloud storage differ to the hard drive that has a specific size of storage that will avoid user save any data after the storage is full. While it also unique when the build in battery storage in smart camera will be only use when there any electric problem occurs. Hence the camera span lifetime are higher than the other device.

Special features:

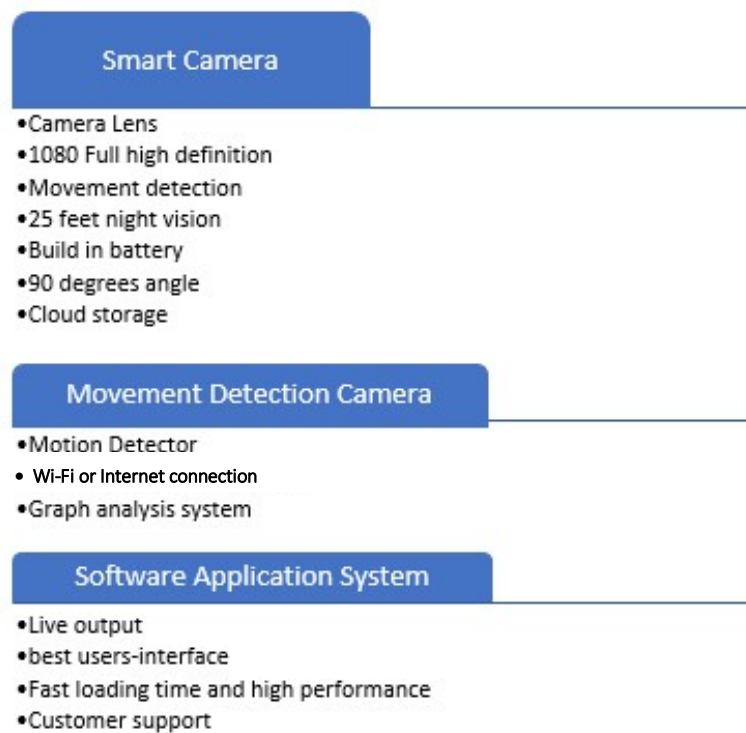


Figure 2.3: Unique features