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## **TECHNOLOGY VENTURE BLUEPRINT**

### **Vis Technology**

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : TECHNOLOGY VENTURE  
BLUEPRINT

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## **1.0 EXECUTIVE SUMMARY**

Basically, the features for The Great Camera Vision (TGVision) are not much different from other CCTV since mostly CCTV use the same component but the different of our product is we add a few more components to make it more versatile, easy to use and have more safety. In this case, the product is CCTV which is TGVision and this product will solve the problem that faced by the customer by upgrading the quality the picture during night, install the detection of sound and adding the rain resistance so that the customer can feel more safe at their premises. The Great Camera Vision (TGVision) is used to record the audio and images live at the specific place that it is been installed. It has the same function and features like the other CCTV. But in this CCTV, it has some improvement on the technology,function and features.

This product need to be innovate for the next 4 years because the increase the year, the increase the usage of technology. So the world will get to know more technology by the year. For the next 4 years, the planning for this CCTV is to make this CCTV has another system that will connect with police station so if something happen, the owner will press the button that can alert police officer and the police officer will track the location from the CCTV. Other than that, other planning is want to change the features of CCTV become the CCTV that cannot broken by getting hit. It is because we tend to see that some people will broke the CCTV if they want to do a crime. Lastly, if this product get a positive response, IDZ Fortis Sdn Bhd planned to find other company to be a partner so that the next innovation will get another great ideas.

The main target customers are people at Ampang. This is because Ampang have the middle number of people which is the second highest population between these three population. The reason why Ampang was chosen is because there is possibility that the number of competitor is lesser than Federal Territory Kuala Lumpur. So Vis Technology can attract customers to buy the products and make them as the regular customers.

Nowadays, there are many CCTV such as Smart Tech, Hikvision and so on that have developed to fulfill the customer needs but mostly the products are not satisfied the customer needs whether it came from the quality of picture, safety, services, warranty and so on. So TGVision take an attempt to develop a new CCTV that have all the customer needs. They have many advantages which are included the quality of CCTV and safety.

The demand for TGVision is expected to increase year by year because people will like the new innovations that have more safety than others. The price is a little bit higher than others which is RM3000 but it is still in the range price of CCTV. Vis Technology can estimated that at least 1% of potential customers at Ampang will interest to buy TGVision with the RM5002315.00 as the total market size. In addition, this product also has a high potential profitability since there is no technology like Vis

Technology produced in Malaysia but do have in China. As everybody knows, mostly people like to follow the trend from others country that might be beneficial to them.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

The product that want to be produce is CCTV. This CCTV is not like the mostly CCTV. This CCTV basically will be used to reduce the crime and to provide the safety to the owner. The main reason that this product need to be produce is to make the CCTV as one of the evidence that can be used if something happen. This is because mostly the quality of picture and audio in CCTV are not clear and sometimes the CCTV do not have the audio recorder. So this CCTV will give the owner the great quality of picture and audio during night, day and even raining day.

The Great Camera Vision (TGVision) is used to record the audio and images live at the specific place that it is been installed. It has the same function and features like the other CCTV. But in this CCTV, it has some improvement on the technology,function and features. For technology, TGVision used Great Vision (GV) which is a software to analyze the audio and images in order to give the better quality of picture and audio. Great Vision (GV) also have the face recognition in it that able it to recognize people. This CCTV also have their own application that used to connect it with other devices. So the owner can see all the view of CCTV. TGVision is actually the improvement from the existing product. The main functions for this CCTV are to recognize people, record the audio and images video and to reduce the crime. To reduce the crimes, it will involve the face recognition because it can recognize the criminal. Firstly, customer need to install the ViCam application from IOS and Android to store into their devices. This application is used to connect the CCTV with the devices. Customer will updates the important information need which are Name and Wifi detail. Then customer can check whenever they want.

Basically, the features for The Great Camera Vision (TGVision) are not much different from other CCTV since mostly CCTV use the same component but the different of our product is we add a few more components to make it more versatile, easy to use and have more safety. By using this product, we can give our customers the safety that they want. It is because this CCTV can give the high resolution of picture during night or day even though it is raining since it has rain wash coating that used for rain resistance. Next, by using Digital Video Recorder (DVR) can help TGVision in detect the sound clearly. The customers also can to access this view of CCTV in other devices if they are not in their place since it has web access by installing and connecting the application with the other devices. The best part is in this CCTV, it has face recognition that other CCTV does not have. Face recognition is one of the ways to reduce the crime if something happen at that place. The difference of TGVision and other CCTV is TGVision can provide more safety , convenience to use and this CCTV can be used as strong evidence if something happen at the place.

New product development(NPD) is the process of bringing a new product to market that involves several steps. NPD is involving cooperating with the organizations either in or outside the primary manufacturing company. In this project,

technology is referring to The Great Camera Vision (TGVision) that been innovated to used in the CCTV. The Great Camera Vision (TGVision) is product that used a technology that can provide customer a safety by improving the audio and images in order to recognize humans or any movement. Therefore, this technology will help the security industry since this technology has face recognition. Process to develop the npd product take around 1 to 2 month to complete. The cost need to develop one product is around RM3000 since the application system and the technology cost high price. Meanwhile the cost for doing market survey, prototype, interview and so on that related to the npd process cost about RM2000.

Next, Vis Technology decided to use patent and trademark for TGVision. Patent is an exploitation right for my invention since it can provide a new technical solution to a problem. In this case, the product is CCTV which is TGVision and this product will solve the problem that faced by the customer by upgrading the quality the picture during night, install the detection of sound and adding the rain resistance so that the customer can feel more safe at their premises. For trademark, trademark is a distinctive name, mark, symbol or motto that have been identified by TGVision. The combination of names and logos for my product can helps to differentiate my product from other products in the industry and it will help the customers to recognize my product. Registration certificate can be issued by the Registrar of Trademark under the Ministry of Domestic Trade Cooperative and Consumerism (MDTCC).

This product need to be innovate for the next 4 years because the increase the year, the increase the usage of technology. So the world will get to know more technology by the year. For the next 4 years, the planning for this CCTV is to make this CCTV has another system that will connect with police station so if something happen, the owner will press the button that can alert police officer and the police officer will track the location from the CCTV. Other than that, other planning is want to change the features of CCTV become the CCTV that cannot broken by getting hit. It is because we tend to see that some people will broke the CCTV if they want to do a crime. Lastly, if this product get a positive response, IDZ Fortis Sdn Bhd planned to find other company to be a partner so that the next innovation will get another great ideas.