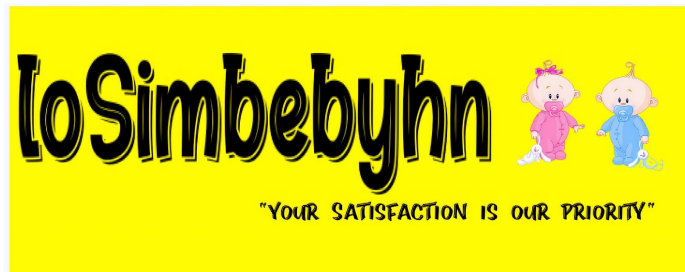




## TECHNOLOGY BLUEPRINT REPORT

**loSimbebyhn Car Seat Sdn. Bhd.**



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Faculty : COMPUTER AND MATHEMATICAL SCIENCES  
Program : BACHELOR OF SCIENCE (HONS) STATISTIC  
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## **ACKNOWLEDGEMENT**

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The success and outcome from this project required a lot of guidance and assistance from many people and we are extremely privileged to have this all along with the completion of the project. All that we have done is only due to such supervision and assistance and we would not forget to thank them.

We would like to express our sincere gratitude and give honourable respect to Puan Zaidatulhusna Binti Mohd Isnani for providing us with an opportunity to do the project work in Universiti Teknologi Mara UiTM Seremban and giving us all support and valuable comments and guidance in order to complete the project. We had gained a lot of benefit and knowledge in completing this project.

We are also thankful for and fortunate to get constant encouragement, support and guidance from our family and friends which helped us in successfully completing our project work. Also, we would like to extend our sincere esteems to all our friends and family for their timely support.

Hopefully, all of our work may be a blessing from Allah. A lot of apologies for those who involved in this project if it is unintentionally wrong. Thank you.

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## 1.0 EXECUTIVE SUMMARY

Nowadays, the number of car road accidents has significantly increased. Thus this also causes an increasing number of children to die. To reduce this number, our company has produced a protective and comfortable children car seat with the name loSimbebyhn car seat. The main function of this product is to provide safety to our children. The components that people can find in our car seat are a safety safe sensor with light loud alarm, airbag and USB port. All of these components have their own unique function to provide safety and also give comfort to our little one and for parents too. Moreover, our product is made up of good materials such as polypropylene plastic and foam, polyester fabric and vinyls, rechargeable USB storage and light loud alarm with LDR.

In this product, our target market is mainly for children and also parents who have children that have monthly income more than RM 13 000 per month. This is because loSimbebyhn car seats are considered as luxury products with multifunction and various types of technologies combined in this car seat. Thus, it will consume a little extra cost in the production process. Due to its price, this product will be focussed on B40 and M40 people. Our estimation for our revenue in 3 years for this product is around RM 67 284 000.

Furthermore, there are so many children's car seats with a well-known brand and uniqueness. However, our product has its own strength to compete with other famous brands. Some of our strength is our product is not for a newborn only but we create this product for children up to 12 years old. Besides, it is also lightweight and provides too much cosiness to the children.

For profitability, our company estimates profits of approximately RM 988.1460 for one unit and RM 5 980 800 by year 3. We gain 50% profit from the selling price of this loSimbebyhn car seat. Our company plans on taking on approximately 5% market share for every year in the long-term. The profit obtained based on the forecast of the market share. The relation is based on the number of units of product that are able to penetrate the market every year. Our company does not anticipate any cash flow problems arising and is able to cover up the total startup capital. Moreover, we will sell our product using E-Marketing which are through Instagram, Twitter and Facebook. We also use a media network to advertise our product such as television and radio. Through these methods, it will help us to achieve our target profit.

Lastly, to make the flow of our company smooth, we have created a capable management team to help in making a perfect car seat. The management team includes the general manager, marketing manager, operation manager, sales manager, administrative manager and financial manager. The management team are headed by Fatin Noor Hazwani Mamat as

general manager, and follows by Nur Raihana Zainal Azilan as operational manager, Syazwani Nur Izzati Shaiful Izam as marketing manager, Najwa Abd Rahman as administrative manager and Nur Syahirah Mohd Isa as financial manager. All of these positions have their own responsibilities to ensure that this product is perfectly created.