



اَوَّلُ سَبِيْقٍ تَنْكَبُو لُو كِيْنُ اَوَّلُ اَبَارًا
UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY BLUEPRINT MEC FIRE EXTINGUISHER

(Turnitin 14 %)

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCES
PROGRAMME : BACHELOR OF SCIENCE (HONS.) STATISTICS
PROGRAMME CODE : CS241
COURSE : TECHNOLOGY ENTREPRENEURSHIP
COURSE CODE : ENT600
SEMESTER : MARCH 2020 – JULY 2020
GROUP : N4 CS241 6S
NAME : MUHAMMAD HAFIZUL FITRI BIN ABD HALIM
STUDENT ID : 2017598197

SUBMITTED TO
ZAIDATULHUSNA MOHD ISNANI
SUBMISSION DATE

29 JUNE 2020

TABLE OF CONTENTS

| CONTENTS | PAGE |
|---|-----------|
| TECHNOLOGY BLUEPRINT MEC FIRE EXTINGUISHER | |
| TABLE OF CONTENTS..... | I |
| LIST OF TABLES..... | III |
| LIST OF FIGURES..... | IV |
| 1.0 EXECUTIVE SUMMARY..... | 1 |
| 2.0 PRODUCT DESCRIPTION..... | 2 |
| 2.1 Product Details..... | 2 |
| 2.1.1 Specification of the Product..... | 2 |
| 2.2 Application of the Product..... | 3 |
| 2.3 Unique Features of the Product..... | 4 |
| 2.4 Present State of Product Development..... | 5 |
| 2.5 Patents or Other Proprieties Features..... | 7 |
| 2.6 Opportunities for Expansion of the Product..... | 7 |
| 3.0 TECHNOLOGY DESCRIPTION..... | 8 |
| 4.0 MARKET ANALYSIS AND STRATEGIES..... | 11 |
| 4.1 Customers..... | 11 |
| 4.2 Market Size and Trends..... | 11 |
| 4.2.1 Estimated cost per Unit..... | 11 |
| 4.2.2 Selling Price..... | 12 |
| 4.2.3 Market Size Determination..... | 12 |
| 4.2.3 Potential Annual Growth Determination..... | 13 |
| 4.3 Competition and Competitive Edges..... | 16 |
| 4.4 Estimated Market Share and Sales..... | 18 |
| 4.5 Marketing Strategy..... | 19 |
| 4.5.1 Overall Marketing Strategy..... | 19 |
| 4.5.2 Pricing..... | 20 |
| 4.5.3 Sales Tactic..... | 20 |
| 4.5.4 Service and Warranty Policy..... | 20 |
| 4.5.5 Advertising and Promotion..... | 20 |
| 4.5.6 Distribution..... | 21 |
| 5.0 MANAGEMENT TEAM..... | 22 |
| 5.1 Organizational Chart..... | 22 |

| | | |
|------------|--|-----------|
| 5.2 | Key Management Personnel..... | 23 |
| 5.2.1 | Career Highlights..... | 23 |
| 5.2.2 | Duties and Responsibilities..... | 25 |
| 5.3 | Management Compensation and Ownership..... | 27 |
| 5.3.1 | Salary, Ownership and Equity Investment..... | 27 |
| 5.4 | Supporting Professional Advisors and Services..... | 28 |
| 5.4.1 | Supporting Services Required..... | 28 |
| 5.4.2 | Name of Professional Advisors and Services Provided..... | 28 |
| 6.0 | CONCLUSION..... | 29 |
| 7.0 | REFERENCE..... | 30 |
| 8.0 | APPENDICES..... | 31 |

LIST OF TABLES

| TABLES | PAGE |
|---|-------------|
| Table 2.1: MEC Fire Extinguisher Specification..... | 2 |
| Table 2.2: Process of New Product Development..... | 5 |
| Table 4.1: Estimated Cost for Every Components..... | 11 |
| Table 4.2: Market Size for Three Years..... | 13 |
| Table 4.3: Market Size for Three Years..... | 14 |
| Table 4.4: Strengths and Weakness of Competitors..... | 16 |
| Table 4.5: Advantages and Disadvantages of MEC Fire Extinguisher..... | 17 |
| Table 4.6: Product Market Share and Sales..... | 18 |
| Table 5.1: Career Highlights..... | 23 |
| Table 5.2: Duties and Responsibilities..... | 25 |
| Table 5.3: Management Compensation and Ownership..... | 27 |
| Table 5.4: Professional Advisors and Services..... | 28 |

1.0 EXECUTIVE SUMMARY

MEC Fire Extinguisher, a self-inspect fire extinguisher, is the product Safety Fire Protection Sdn Bhd wants to develop. The purpose of providing MEC Fire Extinguisher to the society is as an effort to provide the customers with a product that is convenient. The MEC Fire Extinguisher equips with a transparent mirror made of acrylic glass and designs to give an easy application by using a push button switch and a safety trigger with a convenient handle and a glow in the dark feature.

Safety Fire Protection Sdn Bhd target market are adults at the age of 20 years old and above with an income group of B40 and above. The company decided to make the big companies as their target customers, since some big companies prompt to involve in an accident that involving fire. The company also base of operation will be located at Kuala Lumpur.

The MEC Fire Extinguisher is different from the ordinary fire extinguisher, since Safety Fire Protection Sdn Bhd has decided to place a transparent mirror made of acrylic glass that can withstand pressure and allow the customer to inspect their fire extinguisher themselves. The company also produces an easy-to-use fire extinguisher by adding a push button switch and also switches the safety pin with a safety trigger that gives the customer enjoyable experience using the fire extinguisher.

The company redesigns the fire extinguisher handle, which allows the customer to easily grasp the fire extinguisher, to provide better usable and efficient features for customers. To give the customers a bit of excitement, the company has added a glow in the dark features that allows customers to use the fire extinguisher during emergency events like blackout.

Safety Fire Protection Sdn Bhd predicts first year revenues are RM 219,882 and sales will increase in three years. The company's market size was involving the Kuala Lumpur population. The sales obtained were based on market share forecast. The relationship is based on the number of product units that every year can penetrate the market.

The company consists of 5 shareholders which act as one unit of management team which are General Manager, Administrative Manager, Marketing Manager, Financial Manager and Operation Manager. All shareholders in an organization will have his or her own role, responsibilities and duties to fulfill the objectives of the company. Supporting professional advisors and services such as the Financial Advisors, Insurance Brokers, Legal Experts and Business Bankers are also the individual that support the company.