TECHNOLOGY VENTURE BLUEPRINT:

SMART RFID TROLLEY

FACULTY	: FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
PROGRAMME	: BACHELOR OF SCIENCE (HONS.) STATISTICS
PROGRAMME CODE	: CS241
COURSE	: TECHNOLOGY ENTREPRENEURSHIP
COURSE CODE	: ENT 600
SEMESTER	: 6
GROUP	: N4CS2416S
STUDENT'S NAME	: NUR RAIHANA BINTI ZAINAL AZILAN
STUDENT ID	: 2017591835
LECTURER	: MADAM ZAIDATULHUSNA MOHD ISNANI
SUBMISSION DATE	: 29th JUNE 2020
TURNITIN PERCENTAGE	: 20%

TABLE OF CONTENTS

1.0 EXECUTIVE SUMMARY 1

2.0 PRODUCT OR SERVICE DESCRIPTION 3

2.1 Details of the Product 3

2.2 Application of the Product 3

2.3 Unique Features of the Product 4

2.4 Present State of Development of the Product 6

2.4.1 Research and Development 6

2.4.2 Product Design/ Features 6

2.4.3 Concept Testing 7

2.4.4 Build Prototype 7

2.4.5 Test Marketing 8

2.5 Patent of the Product 9

2.6 Expansion of the Product 9

3.0 TECHNOLOGY DESCRIPTION 10

4.0 MARKET ANALYSIS AND STRATEGIES 13

4.1 Customers 13

4.2 Market Size and Trends 13

4.2.1 Market Size 13

4.2.2 Potential Annual Growth 15

4.2.3 Major factors affecting the market growth 15

4.3 Competition and Competitive Edges 16

4.3.1 The Strength and Weakness of Competitors 16

4.3.2 The Competitive Features between Competitors 17

4.3.3 Benefits to the Customers and Our Competitors 17

4.3.4 Advantage and Disadvantage of the Product 18

4.4 Estimated Market Share and Sales 18

4.5 Marketing Strategy 20

5.0 MANAGEMENT TEAM 23

5.1 Organisation 23

5.2 Key Management Personnel 24

5.2.1 Career Highlights 24

5.2.2 Duties and Responsibilities 26

5.3 Management Compensation and Ownership 28

5.4 Supporting Professional Advisors and Services 29

6.0 CONCLUSIONS 30

7.0 APPENDICES 31

1.0 EXECUTIVE SUMMARY

Smart RFID Trolley is an innovation of shopping trolley that has several added features. The purpose of this trolley is to help shoppers to shop in an easiest and quickest way. It used RFID technology as the main technology attached with this product.

Our target market will be hypermarket. Smart RFID Trolley will be very reliable to help the shoppers to shop easily without stress. It could help them to solve some problem that usually happen when shopping such as missing price item, hard to find item needed and long queue at cashier. It also can help the hypermarket management to increase their customer satisfaction by improving their services and performance.

Competitors are a common thing in business. It is a thing that cannot be avoided. There are many companies that produce shopping trolley in market since there are many hypermarkets and supermarket exists nowadays. In order to compete in the market, we decided to do some innovation to the existing shopping trolley with addition of advanced technology and make it more convenient and user friendly for our customers. We ensure our product to use only quality material in order to gain trust from our customers. We also ensure to solve the problem that always encounter during shopping to attract more customers to use our product. Thus, we are sure that our company able to compete with the other existing competitors in the market with our innovation products.

Since our product is new in the market, the first plan is to establish the product name in the retail market. Therefore, in duration of 5 years, the company will strive to ensure our product is successful in the market. Firstly, we target to focus on the hypermarket in Klang Valley since half of the hypermarkets in Malaysia are located in that area. Furthermore, due to urban lifestyle, the peak hours especially after office hour on weekdays and on weekends has made shopping experience very stressful especially in high density population area. Hence, our product will be very suitable and relevant to be used in the area.

Next, when the product has been established, it will open a new path for the product to expand. In duration of 10 years, the company is planning to expand the product range to the variety size of trolley and applying a new technology that is relevant at that time. Other than that, the company will launch the product into a global market. The product is expected to successfully establish within 5 years.

The business has been registered under the name of Smart Life Sdn Bhd. The product that is produced by the company is based on RFID technology and new to the market. Below is the team management of Smart Life Sdn Bhd.

Key Management Roles	**Name**
General Manager	Nur Raihana binti Zainal Azilan
Administration Manager	Ammar Hakem bin Ayob
Marketing Manager	Najihah ‘Ayuni binti Zulkifli
Operations Manager	Syafiq bin Azhar
Financial Manager	Mardhiatul Hanisah binti Hasan
Research and Development Manager	Nazihah Amni binti Zulkifli