



اَوْنِيُوْ سِيْتِيْ تِيْ كُنُوْ لُوْ كِيْ مِيْ اَرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## RECHARGEABLE IRON

### TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

<b>FACULTY</b>	: Faculty of Architecture, Planning and Surveying
<b>PROGRAMME</b>	: Bachelor of Town and Regional Planning (AP221)
<b>SEMESTER</b>	: 08
<b>PROJECT TITLE</b>	: Blueprint
<b>GOUP MEMBERS</b>	1. Nur Khalidah Binti Yahaya (2016418918) 2. Intan Syafiqah Binti Mohamad Fauzi (2016418942)
<b>LECTURER</b>	: Hjh. Zanariah Zainal Abidin

# Table of Contents

<b>CHAPTER 1</b> .....	1
1.0 PRODUCT DESCRIPTION .....	1
1.1 Introduction.....	1
1.2 Purpose of development.....	1
1.3 Product Concept.....	1
1.4 Application.....	2
1.5 Functions .....	2
1.6 Unique feature.....	2
<b>CHAPTER 2</b> .....	3
2.0 TECHNOLOGY DESCRIPTION .....	3
2.1 Overview of product prototype.....	3
2.1 Rechargeable Iron .....	4
2.2 Auto Shut-off Feature .....	6
2.3 Control System.....	7
2.4 Rechargeable Battery .....	7
<b>CHAPTER 3</b> .....	8
3.0 MARKET RESEARCH AND ANALYSIS .....	8
3.1 Target Market.....	8
3.2 Market Size and Market Share.....	8
3.3 Sale Forecast .....	8
3.4 Competition and Competitive Edge.....	8
3.5 Estimated cost per Unit.....	9
3.6 Selling Price.....	9
3.7 Marketing Strategy .....	9

<b>CHAPTER 4</b> .....	11
4.0 FINANCIAL PLAN.....	11
4.1 Start-up Cost .....	11
4.2 Working Capital.....	12
4.3 Cost of component per prototype.....	12
<b>CHAPTER 5</b> .....	13
5.0 MANAGEMENT TEAM .....	13
5.1 Organization.....	13
5.2 Other Required expertise .....	14
<b>CHAPTER 6</b> .....	<b>Error! Bookmark not defined.</b>
6.0 PROJECT MILESTONE .....	15
6.1 Flow chart Project Design Planning.....	15
6.2 Project schedule .....	17
<b>CHAPTER 7</b> .....	18
7.0 CONCLUSION.....	18

# CHAPTER 1

## 1.0 PRODUCT DESCRIPTION

### 1.1 Introduction

Our project is rechargeable iron. Rechargeable iron is a wireless iron. Users only need to charge the iron and when charging is completed, the user just needs to iron the clothes as usual and the user does not have to worry about the power source. It is also a small size iron as the palm of the hand and users can bring together anywhere on vacation or office due to its small size and mobile. Two in one package. Besides functioning as a clothes iron, it also functions as a hair iron.

### 1.2 Purpose of development

The purpose of the product development are:

- 1) To saving time and energy on every piece of clothing because the time to charge the iron is short.
- 2) To make it easier for mothers to manage other household matters more efficiently.
- 3) To make it easier for students to manage other studies matters more efficiently.
- 4) To enhance security with the "auto-off" function that will automatically be switched off when not in use.
- 5) To make a travel-friendly iron for those who loves to have backpacking travel around the world.
- 6) To save users budget on having both cloth and hair iron in a product.

### 1.3 Product Concept

- For mothers and students who have a constant commitment on a daily basis.
- For backpacking traveller who wants to bring iron together as well as to reduce the bag weight and to save the bag space
- For girls who wants cloth and hair iron at the same time.

## 1.4 Application

**How:** At first the user will need to charge the iron before he/she can use the iron. He/she can set the type of fabric and the temperature they want at iron controller.

**Where:** This rechargeable iron can be use wherever the user are as long as he/she charge the iron at first.

**When:** This rechargeable is a mobile iron where the user can use it anywhere at any time during travel, at home, even in the middle of forest.

## 1.5 Functions

- Auto shut off features- That little mechanism that causes our iron to go into a "stand-by".mode when not in use. It cools down the iron's plate completely when not in use for a certain amount of time. The iron shuts off if it has been out of use for 5 minutes
- Control System- Used to set the function of the iron that consumer prefer to. Consumer can simply select the Clothes Iron at the main menu and various type of fabric will appear and it is up to consumer to choose based on what they want to iron. The consumer also can select Hair Iron at the main menu to select which services the consumer interested to have for their hair.
- Rechargeable- In order to ensure safety and power saving, our iron

## 1.6 Unique features

The uniqueness of the product for availability in Malaysia market is double-function of rechargeable iron. Our product is a product where it can be use as clothes iron and hair iron. Our team believe that this future will attract customers to purchase our product as they can get two different household appliance in a product with affordable price.