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ENT600

TECHNOLOGY ENTREPRENEURSHIP

BLUEPRINT : J-BOTTLE

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CHAPTER 1

1.0 PRODUCT DESCRIPTION

1.1 Introduction

After initial observation towards the ordinary bottle, the team had chosen a product that we believe can contribute to our society especially for the teenagers that essentially need our product. Our special product named was J-bottle. Nowadays, our society always is doing outdoor activity including all generation; adult and old ages. Furthermore, our product, J-bottle can be compare with other ordinary bottles and we can found many beneficial on this product actually. For examples, this J-bottle have a secret compartment that others ordinary bottle does not have it. It is very special compared to the others ordinary bottles. Besides, our cost of product was reasonable. As we state just now, this product actually very suitable for all generation who also can use this bottle in their daily life.

1.2 Purpose of development

The purpose of development our product is surely can give many benefits of our users. Normally, the ordinary bottle does not have the devices such as compass, GPS, torchlight, water filter and secret compartment as we state in chapter 2 below. Nowadays, it is not easy to get the product same with our product at the market. We create this to make sure our society user friendly to our product. Thus, they can use it wisely in their daily life since it is very useful to them.

1.3 Product Concept

- Main target is for teenagers
- Friendly user

1.4 Application

- **Compass**
- **Torchlight**
- **Water filter**
- **Secret compartment**
- **GPS**

1.4.1 Functions

- **Compass** - used for navigation and orientation that shows direction relative to the geographic points.
- **Torchlight** - used by the user in the dark or at night to provide light to ease their way or track.
- **Water filter** - to filter the water from any source to get the clean drink water.
- **Secret compartment** - used for store the small stuff for the user.
- **GPS** - to determine where the user was located at any moment and made it possible for it to calculate which way to go.

1.5 Unique features

The uniqueness of the product for availability in Malaysia market consists of:

- **Compass** to show the direction for navigation and orientation.
- **GPS** to determine the location in the jungle.
- **Secret compartment** to store the small stuff. This is new development for the bottles.