



TECHNOLOGY BLUEPRINT OF UMEKO COMPANY

Faculty : Faculty of Applied Science

Program : Bachelor of Science (Honors) Biology

Program Code : AS201

Course : Technology Entrepreneurship

Course Code : ENT600

Semester : 3

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Submission Date : 22 January 2021

TABLE OF CONTENTS

| NO | CONTENTS | PAGE NUMBER |
|-----------|---|------------------------|
| 1 | EXECUTIVE SUMMARY | 1-2 |
| 2 | PRODUCT OR SERVICE DESCRIPTION | 3-6 |
| 3 | TECHNOLOGY DESCRIPTION | 7-8 |
| 4 | MARKET ANALYSIS AND STRATEGIES | 8-17 |
| 5 | MANAGEMENT TEAM | 17-22 |
| 6 | FINANCIAL ESTIMATES | 23-27 |
| 7 | PROJECT MILESTONES | 28 |
| 8 | CONCLUSIONS | 29 |
| 9 | REFERENCES | 30 |
| 10 | APPENDICES | 31-44 |

1. EXECUTIVE SUMMARY

Staying ahead and following the changes happening in the industry is one of the crucial parts in business. So basically, Umeko is a company that will produce furniture which is multipurpose chair. The idea of this product is to give full satisfaction which is the comfortability and this product actually have been focusing to the people that use chair for a longer period of time. The speciality of this product actually came from the ergonomic concept that we have been emphasize and a few unique function that will help consumer and will increase the productivity of work when using this multipurpose chair. Besides, the concepts that we want to propose here is the backpain can be reduce when people are using this multipurpose chair because the features that have been use in this multipurpose are really helpful which is it comes with automatic adjustment for back rest, leg rest and arm rest that will give maximum comfortability to the user. Essentially, our main target market are people that working in office. This is because they are using chair for a longer period of time. Some research have been done among the workers, most of them complained that they got back pain and neck pain after sitting to long in order to complete their tasks. Other than that, our target market is students and teachers. In this pandemic situations, the student and teachers will undergo online learning. So they will use their laptop for a longer period of time. Many of them also complained that they are not comfortable while learning. We targeted that we will sell 100 unit of this multipurpose chair per month. Moreover, the competitive advantages that we have in this product is cable plug, automatic adjustment for back rest, leg rest and arm rest, durable wheels and foldable extension tray. We designed this product with that unique features because it will be helpful to users and other competitors does not have this cool features. In addition, our company estimates our profits will gradually grow from 5% in second year to 10% in the third years and this shown that our company undergoes cash-flow positive started from the second year. So basically, our company will be separated into 4 departments, which is administration department, operational department, financial department and marketing department. The management of our company will be lead by the general manager which is Muhammad Zulhelmi Bin Othman Ariff. He will supervise the routine business operations, educating low-level supervisors and workers, establishing and implementing strategies for development and making decision and signing agreement. Next, for the administration department will be lead by an administration manager which is Muhammad Daniel Firdaus Bin Abd Majid. He will maintain administrative personnel by employee recruitment, selection, orientation and training. He also will

2. PRODUCT OR SERVICE DESCRIPTION

2.1. Detail of the product

The main product of our company is furniture which is a multipurpose chair. This product is been made to satisfy the need for comfortable and multi-function chair for people that are working using a chair as their main product. Our company has improvised this product to be more ergonomic and have some unique functions that can help our customer and make their life better. Most chair of the market did not satisfy the need for ergonomics, so our company have taken this opportunity to make a product that can satisfy the need for comfortable chair for daily usage. This product was invented with various functions to help our user in increasing their productivity. The features that can be expected from our product are adjustable back rest, wheels, extension tray and cable plug.

2.2. Application of the Product

This product was aim for the group of people that are working continuously while using a chair such as office workers, student and teachers, and etc. this product also can be widely used by all kind of people no matter what their age and occupation as this product were being made to be multi-functional and suitable for most situation. This product also can be used for domestic usage at home such as chair for watching television and relaxing. Furthermore, the overall function of this product is very practical so it will be worthy and attractive in the local market.

2.3. Unique Feature of the Product

□ Automatic adjustment for back rest, leg rest and arm rest

This feature is the main concern for this product as we want to give maximum comfortability to the user. The product will be installed with automatic switches powered by electricity that can adjust the angle for the back rest and leg rest, and also adjust the height of the arm rest according to the user needs. People that needs for comfortable and ergonomic friendly product will surely love this feature and attracted to have this product.

□ Cable Plug

This product is installed with cable plug at the side of the base. As we know, nowadays most of the modern gadget are powered by electricity and need to be charged if the battery is low. So, by having this feature in our product, the user can easily charge their gadget just by plugging in at the cable plug just beside them and continue with their daily routine as

presence helps ensure that audiences think about our business. TV advertising also has a reputation for attracting the biggest viewers.

f. Distribution.

Because of the job's tedious nature and the complex nature of delivery, the distribution of our product to different locations will be made by using couriers services. The company shall fully bear the charges imposed. Other than that, the distribution and sale of goods directly to buyers away from a set store area is direct selling. We also distribute our product to the retailers. Therefore, the dealer is granted the right to work entirely in a certain geography, because of the business he can produce from that geography, this can empower our retailers. The dealer can eventually get a decent share of ground to play on. So, there are many ways for the customer to reach and buy our product.

5. MANAGEMENT TEAM

5.1. Organisation

| Key Management Roles | Name |
|-----------------------------|--------------------------------------|
| General Manager | Muhammad Zulhelmi bin Othman Ariff |
| Administration Manager | Muhamad Daniel Firdaus bin Abd Majid |
| Operational Manager | Faridatul Wahida binti Saini |
| Financial Manager | Anis Safiyah binti Mohd Sani |
| Marketing Manager | Muhamad Syazwan Ajmal bin Mohd Sani |