



اَوْبُوْ سَيِّدِيْ تَيْكُوْ لُوْ كِيْنِ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**TECHNOLOGY ENTREPRENEURSHIP (ENT 600):
TECHNOLOGY VENTURE BLUEPRINT**

**AUTOMATIC PESTICIDE SPRAYER
(RAS2013A)**

FACULTY : FACULTY OF APPLIED SCIENCE
PROGRAM : BACHELOR IN SCIENCE (HONS) BIOLOGY
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1.0 EXECUTIVE SUMMARY

GREAT HARVEST SDN. BHD. is a company that offers the agriculture sector that engaged in growing crops with sophisticated machineries. Our products would definitely give advantages to the sector in terms of increasing quality of technology and crops. Our company is located at mainland of Penang and we penetrate our products to the whole Malaysia. As our new machinery robotic product, we produce an Automatic Pesticide Sprayer. This product is exclusively introduced for the use of farmers, home growers and developers in agriculture sector. Besides, our product exists as we grab the opportunity in agriculture sector for commercial plantations. In addition, we have come out with the idea of innovating the common current pesticide sprayers in the market to the Automatic Pesticide Sprayer because we have identified the problems faced by majority of the farmers during the farming process that affect their productivity. We refer to the problems and make a step forward to produce our great invention which is Automatic Pesticide Sprayer to settle those problems related to spray the pesticides process. This is to increase their productivity, to increase their efficiency in working, to maintain their good health and to increase profit by the increase of quality and quantity of crops as well. In addition, our product concept is inspired by the robotic which is the favorable trend of machine in this 21st century.

Our new product could compete with the existing homologous product in the market as we provide a lot of improvements. We could take the opportunity of competition between the existing companies to inspire us to improve and always come out with new great ideas that are beneficial to our market segments. Not only that, the price of products that we offer for them to purchase always worth our buyers. Next, our company have credible management teams that will manage the production and penetration of our products throughout the country starting from production process until the maintenance service that we offer to the purchasers. Moreover, our staff always ready to guide the buyers and provide them the right education regarding how to use the products appropriately. Therefore, we are confident that Automatic Pesticide Sprayer will be a successful product as it provides a lot of advantages to the consumers and worth every penny.

2.0. PRODUCT OR SERVICE DESCRIPTION

2.1 Product & Services



Launch	Announced	October 2020	
Body	Status dimensions	55cm (L) x 40cm (W) x 20cm (H)	
	Weight	15 kg	
	Pesticide container	HDPE plastic	
	Lamp height	50cm	
	Battery Type	Lithium-Ion, 11.1V, 4.4AH	
		Charging time: 4 – 5 Hours	
		Working hour: 4 – 7 hours	
	Pump type	Pressure pump	
	Nozzle	Plastic	
	Continuous track	Delicate belts strengthened with steel wires	
Diameter of each wheel = 10cm			
Total length of belt = 80cm			
Round wheel	Synthetic Rubber Diameter of 10cm		
Display	Size	12cm x 5cm ~screen size	
	Multi-touch	No	

Distribution

Mostly customers can buy our product directly from our factory. This is the best way to buy as we can give a direct from factory price and guidance to them. If they cannot reach our factory, our company have several channels of distribution which are online shop, mini store, supermarket and wholesaler. We have our wholesaler and agents that will promote and provide information to the customers in each state in Malaysia. we estimated our market will cover all states in west Malaysia and east Malaysia as well. Moreover, the retailer such as mini store and supermarket always located at a strategic location which is at the city or the place that have a lot of residents. This place usually a developed areas and agriculture is including in the development. Therefore, it is easy for them to reach our product. About the transportation of our product to Sabah and Sarawak, we used ship transport services and used lorries service to ship products throughout the others state except for Sabah and Sarawak.

5.0 MANAGEMENT TEAM

5.1 Organization

Key Management Roles	Name
CHIEF EXECUTIVE OFFICER (CEO)	NUR HAIDA NATASHA BINTI SHAMSUDDIN
FINANCIAL MANAGER	NUR FAKHIRA HANIM BINTI MOHD DZOHRI
OPERATION ENGINEER	NUR FALAH BINTI SHAHRIL
MARKETING MANAGER	NORSHAMIRA BINTI SUHAIMI
ADMINISTRATIVE MANAGER	NURUL 'AIN BINTI MOHD. SALIM