



اُنِيُوْزِ سِيْتِي تِي كُونِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FINUTTA SMART BACKPACK

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Chapter 1

Executive Summary

Lé à l'aise Enterprise is a new start-up partnership company where the nature of business is backpack manufacturing industry. The company's logo* showing a throne encircled in a compass, is defined as the adventuring the world with the highest comfort. The company's mission, which equivalent to the company's name, Lé à l'aise, is to produce such a unique product that will bring comfort to the customers. FINUTTA Smart Backpack is designed for this purpose and to satisfy the customers' demands of making a high-quality backpack with safety features and convenient to be used in many situations. The ideas of producing a smart backpack is generated since there are not many companies in Malaysia that manufacture this product. FINUTTA Smart Backpack is the result of improved normal laptop backpack available in the market. The smart backpack is designed to target customers from age 16 and above, mainly high schoolers, college students, office workers, and those who have an income of RM1,800 and above. The backpack is designed to be suitable for both male and female users. In order to compete with competitors that have grounded for long in the industry, the smart backpack is produced with addition of current technology such as biometric fingerprint, Bluetooth tracker, USB charger and audio jack slot, and LED light strip. Moreover, the backpack is tailored with high-quality materials to increase its durability and life expectancy. Another special feature that has a high chance in grabbing customers' attention is the additional compartments that are detachable by using webbing straps and latch, or button-lock, or both. This feature is designed with intention of producing a more flexible function of the backpack. The total project implementation cost for the business is RM354,009 where 30% from the cost is contributed by the business's owner. The start-up cost is estimated to be RM53,200. The income forecast states that the company will gain an approximation of 28% gross profit and five percent to seven percent net profit (which gain from sales projection in first year till the third year). This project is predicted to gain more profit in the following years. The company is managed by five key roles. The management team is consisting of five manager including General Manager (Nursyamimi Muhamad Fauzi), Administration Manager (Hamidah Shabri), Marketing Manager (Muhammad Ashraff Zikrullah Sazali), Operational Manager (Nurrafidah Razak), and Financial Manager (Nabila Liyana Mohamad Johari). Every manager has their own duties and responsibilities. Supporting services are the one that help our company in giving consultation and guidance to improve company's performance. The company's future expectation is to offer great services and products that satisfy customers' demands. The company is striving to manufacture the best smart backpack in Malaysia and expanding the business into international market.

Chapter 2

Product or Service Description

2.1 Details of the product to be sold

Backpack is one of the bags that almost used by everyone to put their belongings and carried everywhere. However, backpack nowadays is lack of many features as the world's technologies are getting advance. FINUTTA Smart Backpack is a high technology featured laptop backpack that can be transformed into a travelling outdoor backpack with enhanced security features. With our product, it will give a lot of benefits to the customers rather than bringing things around which consists of many features and advancement to fulfil the market demand with high technology features implemented into the product that aims to improve the product's safety features, quality and performance. Including high technology mechanisms which are Bluetooth tracker, biometric fingerprint, and light sensor.

Product concept		FINUTTA Smart Backpack is a high technology featured laptop backpack that can be transformed into a travelling outdoor backpack with enhanced security features
Company		Lé à l'aise.
Product name		FINUTTA Smart Backpack
Materials		Artificial Ballistic Nylon (mixed with cotton canvas)
Dimension	Main Backpack	18L (H: 48cm x W: 31.5cm x D: 12cm)
	Combined Backpack	35L (H: 60cm x W: 31.5cm x D: 19cm)
Weight	Main Backpack	±1.0 kg
	Combined Backpack	±1.2 kg
Price		RM380.00

Chapter 5

Management Team

5.1 Organization

Key Management Role	Name
General Manager	NurSyamimi Binti Muhamad Fauzi
Administration Manager	Hamidah Binti Shabri
Marketing Manager	Muhammad Ashraff Zikrullah Bin Sazali
Operation Manager	NurRafidah Binti Razak
Financial Manager	Nabila Liyana Binti Mohamad Johari

5.2 Key Management Personnel

a. Academic background and career highlights

Name & Position	Career Highlights
NurSyamimi Binti Muhamad Fauzi (General Manager)	Qualification: <ul style="list-style-type: none">- Diploma in Accountancy- Bachelor's in Business Administration (Hons), University Malaya, Malaysia.- Master of Business Administration, University of Edinburgh.- PhDs in Business Administration, McMaster University, Canada. Course Attended: <ul style="list-style-type: none">- Business and Finance Consultant training module Skills: <ul style="list-style-type: none">- Mrs Syamimi is able making major corporate decisions, managing the overall operations and resources of a company. Experiences: <ul style="list-style-type: none">- 2 years of experience as accountant at CIMB Bank Malaysia Sdn. Bhd.