



اُنْدُوْنِيسِيَّتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 600

BLUEPRINT

(SMART WINDOW)

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EXECUTIVE SUMMARY

The Smart Window is a system that to improve the service quality in every hypermarket. By introducing a technology into a window propose, the product is trying to combine the window and the online system to be a systematic shopping system.

Target market and projection

Our target market and projection are for students mainly and anybody in most level of ages can use of multipurpose table due to its flexibility and can help in making life more comfortable and more productive.

Competitive advantage

In the concept of competition advantage, our company has professionals and experts in Wood Technologies which brought the source of most competitive advantage. Our talented teams enjoy the culture of aggressive change, positive teamwork and innovative spirit which contribute to build upon competitive advantages. Apart from that, we comply on the concept of making others life easier by inventing more convenient and invention that involve around the industry.

The profitability

The profitability of our product is expected to be high because target market is mostly to students. We expect that our product is consume especially by young people who needs a table in their working station. The multipurpose features look of our product make it new to the market and have high potential to become a demand product in the industry of tables. In addition, with minimum cost of production the profit return is expected to be higher.

COMPANY'S LOGO



CHAPTER 1

1.0 PRODUCT DESCRIPTION

1.1 Introduction

The team is developing a product of a Smart Window. The team had chosen this product that we believe it can be a hospitable tool. The product is a Smart Window. As we know, there are an incapable person in the world, so they cannot afford to do the things like normal people do. This product is suitable for handicap and old folks as we know they are disable people.

1.2 Purpose of development

The purpose of the product development is:

- to help the disable people (old folk and handicap)
- to create a system that people can use in an easy way.
- to increase the income of the hypermarket by providing the smart window.

1.3 Product Concept

Our main is about to make peoples life more comfortable especially for the disable people by providing a smart window in every hypermarket which has multipurpose function and easy to use for everyone. Our product is about the understanding of dynamics problems from the existing situation in order to showcase some improvements to give the best service and maximum features of our product to the customers as helping tool. We spend a lot of time and research in order to get our customers. With the hospitable product, it can be used as a helping tools that been used in every hypermarket to enable the customer to live normal in daily life with the helping tool such as Smart Window. Conjunction with a common window it will