UNIVERSITI TEKNOLOGI MARA

InoStylish Pen

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): Blueprint Report

FACULTY & PROGRAMME: BACHELOR DEGREE OF NURSING

SEMESTER   : NHSNF8Y

GROUP MEMBERS   :

Student Names	ID
Halawati bt Wahab	2016412858
Noor Hidayah bt Mohamad	2016297614
Noorlizawati bt Ahmad	2016898464
Nor Afifah bt Ahmad Fauzi	2016810654
NurJariyah bt Hamzah	2016687794

LECTURER   : PN. ZANARIAH BINTI ZAINAL ABIDIN

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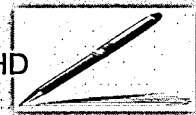
InoStylish Pen

OUR SMART LEARNING STYLE

COMPANY'S LOGO

CHAPTER 1

1.0 PRODUCT DESCRIPTION

1.1 Introduction

Initial observation was done among University students, which include the Institusi Pengajian Tinggi Awam (IPTA) and Institusi Pengajian Tinggi Swasta (IPTS), our team has developed an improvement on an existing product for contributing to them. The product to be marketed by our company is InoStylish Pen.

InoStylish Pen is multifunction that have multiple uses in one convenient pen. Provide with additional features including recorders, pen readers with recent English Oxford dictionary memory, pen drive for memory storage and laser pointer.

Nowadays, the student needs to bring lots of item to the class and it causes a burden for them. They also misplace these items. Therefore, this product is suitable for students that will help them in their learning process.

1.2 Purpose of development

The purpose of the product development are:
- ❖ To solve a problem arise or to meet some demand and need of consumers.
- ❖ Reduce the burden of a student by minimizing the things that will carry on a journey
- ❖ Reduce the risks of misplacing if many items that very useful and needful for students.
- ❖ Preventing the loss or possibility of leaving the important things such as notes, pen drive and pointer for presentation purposed.

1.3 Product Concept

- ❖ To help student improve the quality of learning
  - • Providing easy access and enhance note taking skills stressful by eliminating the fear of missing anything during a class
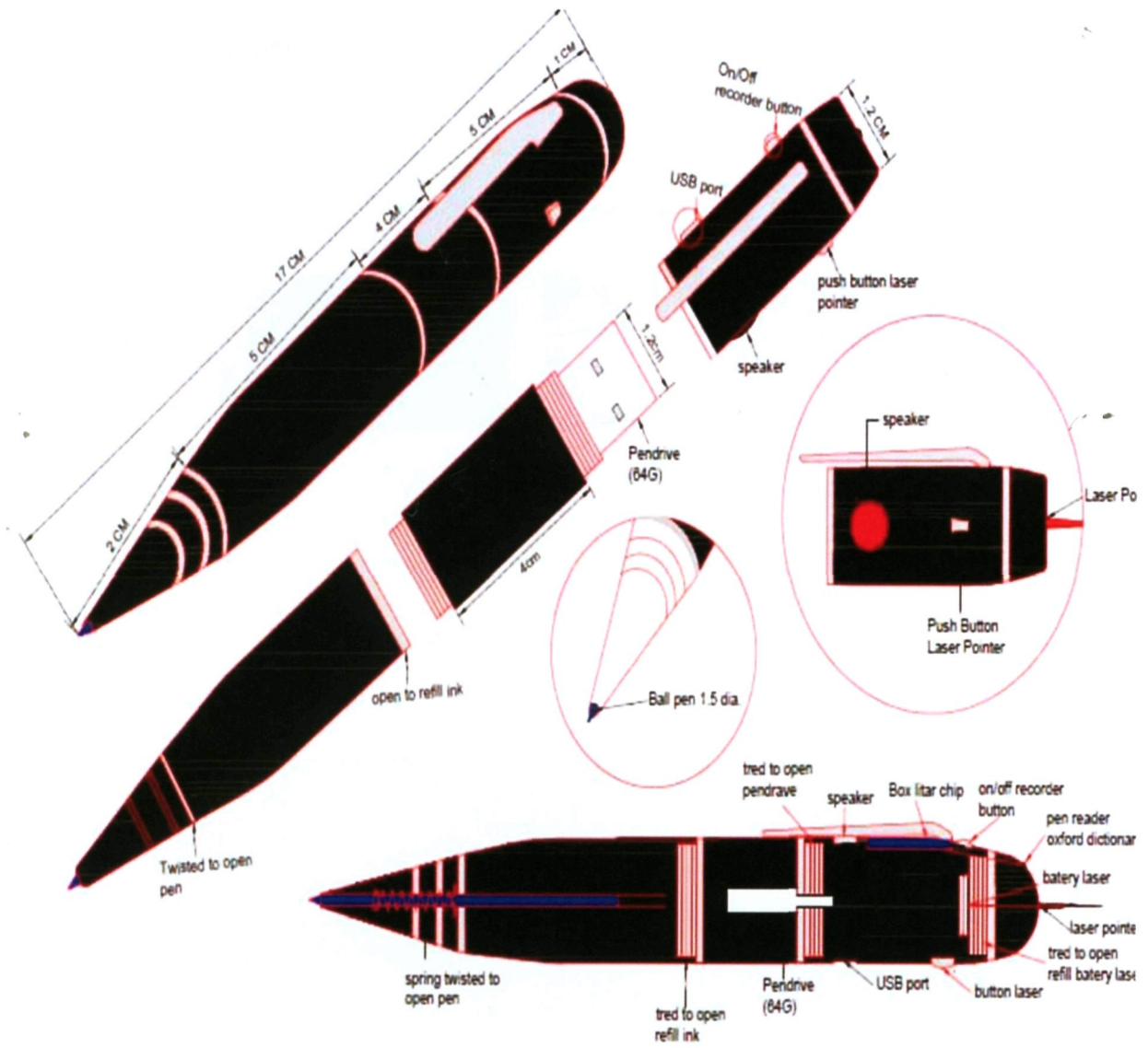- ❖ To fulfill student lifestyle and needs

OUR SMART LEARNING STYLE

1.5.1 Picture description

Figure 1: View of physical product