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UNIVERSITI TEKNOLOGI MARA

Blueprint

ENTREPRENEURSHIPS

ENT 600

PORTABLE SMART OVEN

	GROUP MEMBERS	NO STUDENT
1.	NUR SYAZWANI BINTI MOHD HELMI	2017812672
2.	SITI NORAFPISAH BINTI AHMALUDIN	2017873954
	LECTURER'S NAME	PN ZANARIAH BINTI ZAINAL ABIDIN

HHS 06

B + M

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CHAPTER 1

1.0 PRODUCT DESCRIPTION

1.1 INTRODUCTION

Our team have new product to introduce to consumers especially among bakers which is Portable Smart Oven. Our team is targetting in supply of oven since the statistic bakers in Malaysia arise from day to day. Portable smart oven is customer – friendly which is help people saving time and ease to bake any cookies. As many years pass by , cookies is quiet popular food among Malaysian. Nowdays , many people cannot afford to buy an oven that is increasingly sophisticated. Moreover , the oven on the market nowdays has many problems especially when it used among bakers. Therefore , the Portable Smart Oven can help the consumers especially bakers to have an oven that are affortable and easy to use. Overall markerting strategies will be included specific markerting philosophy and strategy of our product , the value chain , and the channel of distribution in the target market. First of all ,our target market at will be based on the Malacca area. For initial intensive selling effort , our company has set the target customers in other words , types of customer groups that would by our product. Bakers in jasin Malacca will be our priority since there are many bakers at this place. Next , our target are the consumers is family. The product is designed to save time and ease to bake any cookies. It will ease and minimize the time for people that sell their product / food to customers. The price is reasonable and there is no physical energy used. The management team in our team consist of several sections and conducted by two of us.

1.2 PURPOSE OF DEVELOPMENT

Portable smart oven is developed to help people especially among bakers to bake their cookies easily. This product also can save their time and also save theor money. This oven is totally different form convention oven because of its function especially when it has auto self – packaging after the cookies is bake. Through this function , consumer no need to worry about packaging anymore when they push the auto packaging button. Consumer especially bakers can save their money also because they no need to pay workers to packaging their product. This product is suitable for all people especially among bakers who has a small , moderate or high business. It also suitable for family who likes to bake.

1.3 PRODUCT CONCEPT

- For bakers who run a small , moderate or high business
- For family who loves to bake

1.4 APPLICATION

- Portable oven that can easily move everywhere safely
- Auto self packaging that can package smoothly after baking proces is done
- Baking process is less time consume
- Able to auto cookies maker if the ingredients are simple
- Unevenly baking can be prevent by using this oven

1.4.1 FUNCTION

- Magnetic door – the magnetic door is used to open / off the oven easily

- ON / OFF button – to on / off the portable smart oven

- Menu – it is to set a suitable temperature and time for cookies

- Screen – to see the temperature / time on screen

- Portable wheel – to move the oven easily

- Tray – to place the cookies in the oven

- Cookies maker – this bowl is to make cookies automatically

- ON / OFF packaging button – can on / off the auto packaging system

- Menu (set of packaging) – to set the number of cookies that want to be packaging

- Screen for no of cookies – can see the number of cookies that has been packaging

- Packaging site – the site of auto packaging system