



## TECHNOLOGY BLUEPRINT LAPTER

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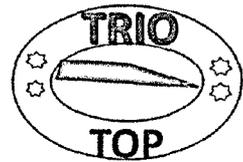
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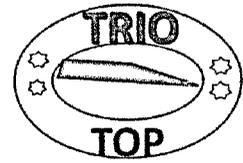
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## EXECUTIVE SUMMARY

This report aims to apply the grant for the New Product Development of Lapter. The team has decided to develop the 'Lapter', an electronic device which is a laptop combined with printer. The purpose of this product development is to produce a device that is easy to carry anywhere and allow users to have an access of both printer and laptop at the same time. The product concept is an electronic device that combined the technology of a laptop and a printer. The dimension of the Lapter is 3.5cm thick and the weight is about 3.2kg. The uniqueness of the product is that the users does not require any cable or wires to use the printer function since the printer has been combined with the laptop. The target market for this 'Lapter' is students and academic staffs in Malaysia. The estimated number of sales forecast is RM12, 186,225. The estimated selling price of a single 'Lapter' is RM1, 845 which will be distributed at electronic device stores in Malaysia. The product will be advertised on television and daily newspaper as a strategy to promote this product to users. The total cost which includes start-up cost, working capital cost and cost of components per prototype is RM107, 880.00. The process for applying the fund will take about 5 months and the process for setting up the premise and develop product will take about 5 months. The quantity of prototype that will be develop is 16 which will be tested to 16 correspondents to determine whether this product function properly or not.



## CHAPTER 1

### 1.0 PRODUCT DESCRIPTION

#### 1.1 Introduction

The product to be developed is Lapter which is a combination of a laptop and a printer that allow users to have an access to these devices at the same time.

#### 1.2 Purpose of Development

The purpose of this product development is to allow the users to have an access to both a laptop and a printer at the same time and anywhere, and it will be convenient for the users to use and carry the device easily.

#### 1.3 Product Concept

The concept of this electronic device is a combined technology of a laptop and a printer. It has the usual size of a normal laptop available in the market but the thickness is about 3.5cm and the weigh is about 3.2kg.

#### 1.4 Application

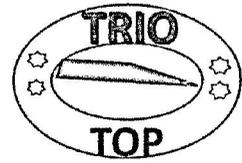
The application of the product are:

- Typical laptop functions.
- Accessing the internet.
- Printing.

#### 1.5 Unique Features

The uniqueness of the product are:

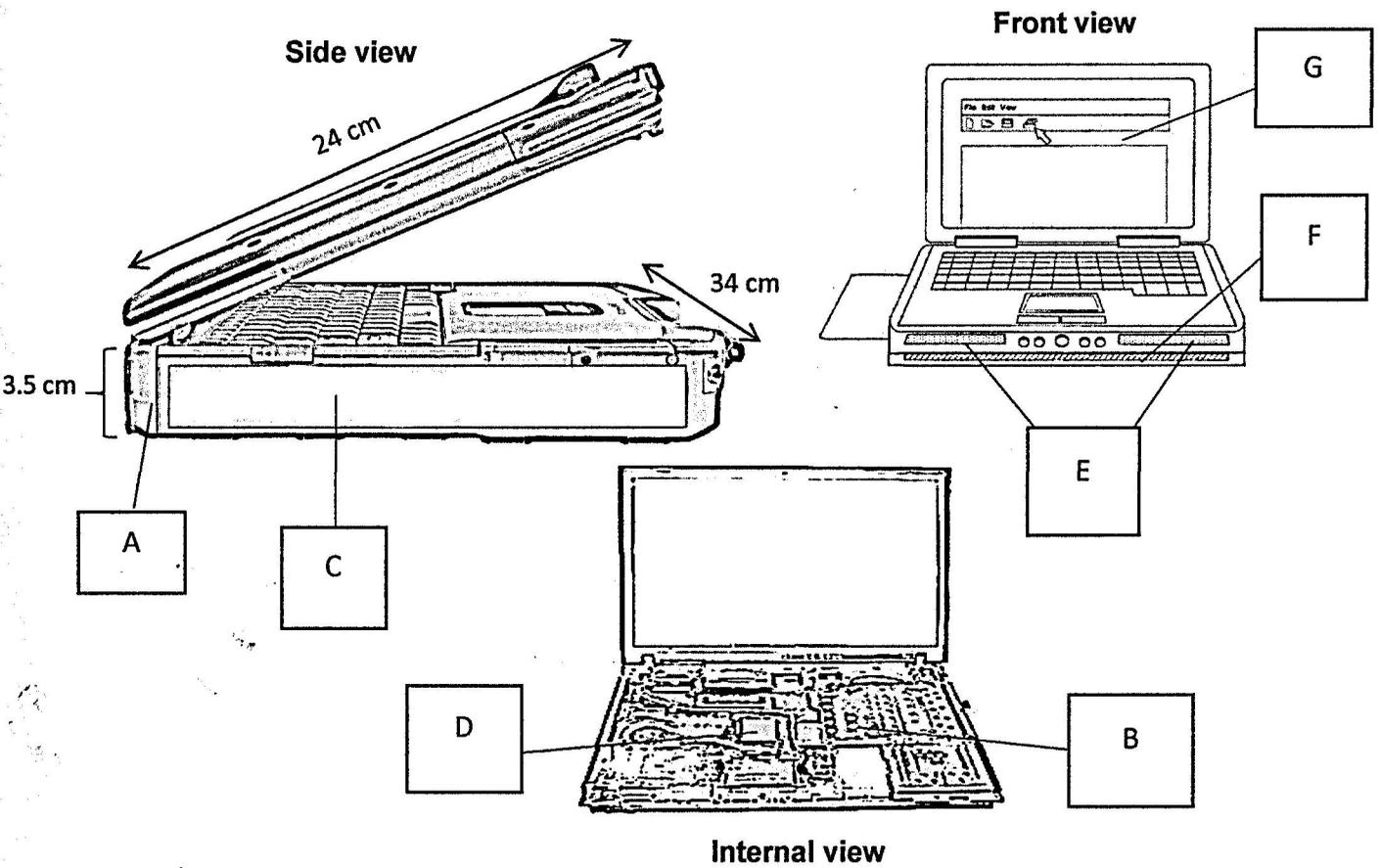
- The Lapter is electrically and electronically interconnected so the user does not have to connect any wires or cables to operate the printer with the laptop.
- When the Lapter is turned on, the printer application will remain in sleep mode until the user clicked on the printer's application icon which will activate the printing function.



**CHAPTER 2**

**2.0 TECHNOLOGY DESCRIPTION**

**2.1 Overview of product prototype**



LABEL	DEVICE
A	Main Battery
B	System Memory
C	Rear tray
D	Processor
E	Ink Cartridges
F	Ink Lamp
G	LCD Screen