



اَوْنَبُوْرَسِيَّتِي تَتِيكُونُو لَوِيكِي مَارَا  
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**UNIVERSITI TEKNOLOGI MARA CAWANGAN NEGERI SEMBILAN  
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**ENT 600  
TECHNOLOGY ENTREPRENEURSHIP**

**BLUEPRINT REPORT:  
MUL TUMBLER**

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## **1.0 EXECUTIVE SUMMARY**

Our company is a new form of ownership engaged in the manufacturing industry that produces Mul Tumbler. The purpose of creating this product is to improve the customer experience and make it easier for them to make or drink hot or cold water. Our Mul Tumbler is a water heating and cooling device as well as a flask capable of holding water in a variety of conditions. It is an electric kettle advancement product with several distinct features and functions, including a rechargeable battery, LED touch screen display, temperature control, security lock, anti-spill lid, and GPS locator. The concept of this product is to make it easier for people to carry it everywhere, to create multi-functional electric kettles that can benefit consumers, to develop electric kettles with a safety lock to increase security, and to produce an electric kettle that can store and maintain water conditions for a longer period of time.

Based on the product, our target market consists of people who lead hectic lifestyles, such as students, travellers, families, and those who work full-time. Our product, on the other hand, can be used by anyone because it has a variety of functions that can benefit any user. Furthermore, because our primary target market is students, we do not consider income to be our primary subject. This product will benefit consumers and attract the attention of our target market. This is due to the fact that our Mul Tumbler is a user-friendly product that saves time and is easy to use for everyone.

According to our research, our company manufactures products that have few competitors in the current industry. However, our Mul Tumbler gives us an advantage over our competitors because it is the first electric kettle with many unique features. Furthermore, our Mul Tumbler is equipped with a GPS locator that can track the location of the tumbler where this feature is not yet available on existing tumbler products on the market. We believe that our target market will prefer to buy our products as soon as they are available on the market.

In terms of profitability, we intend to increase sales by 2.5 percent in the second year compared to the first year. We expect sales to increase by 4% in the third year of operation, as customer demand may be higher than in the previous year. Furthermore, our company has an

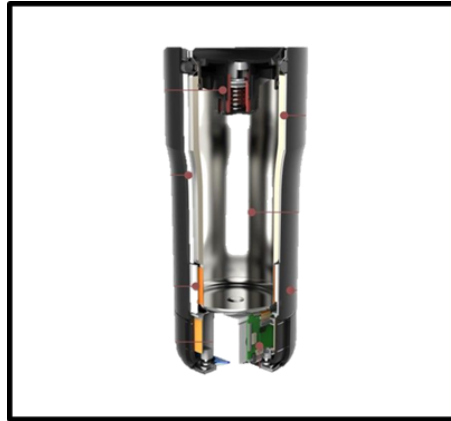
incredible and expert management team that is qualified in a variety of fields such as administration, operation, marketing, and finance. These management teams will assist our company in meeting its goals, objectives, vision, and manager. Each manager will strive to do their best for the company and will continue to offer suggestions to improve the value of our company's goods.

## **2.0 PRODUCT DESCRIPTION**

These days, we have to compete with new edge-cutting technologies and it has become very hard to satisfy the expectations of our consumer. A regular tumbler is already too far behind if it were to be used in today's society. That is when we, the Mul Tumbler company, step out and set off a new trend for tumblers. Besides the old-fashioned function of a tumbler which keeps our drinks hot for a certain period of time, we added multiple functions that will help to provide more comfort and use for our consumer. We are very proud to announce our multifunctional Mul Tumbler and are very excited to kickstart a new trend in tumblers. It has a steel frame with a sleek and matte design to give you the modern looks. The ergonomic touch display buttons are also very futuristic. The Mul Tumbler ensures that your drink stays warm for an extended amount of hours. The big battery capacity allows you to go up to 10 hours without having to charge so often. The ability for fast charging is also equipped on the tumbler which makes it easy and convenient. You can select any temperature you want for your drink and the tumbler will heat up the drink according to your desire. The lid is rotatable 360 degree to maximise convenience and comfort. It is also leak-proof to ensure that your favourite drink won't get spilled. What makes our tumbler really different from other tumblers is its ability to connect with your phone applications via Bluetooth. There, you can do all sorts of things like adjusting the liquid temperature, checking your water intake and making the application remind you when to consume liquid. We also implanted a GPS location system in the tumbler so if your tumbler ever went missing, you can track it using your phone. We are very confident that our multi-functional tumbler will take over the lead in the trend of tumblers by storm.

### 3.0 TECHNOLOGY DESCRIPTION

#### 3.1 Material



*Figure 1: Material of Mul tumbler*

Our Mul Tumbler is made of stainless steel material. As the rust-resistant variation of steel, stainless steel is essential. It facilitates a high level of hygiene, and it is easy to recycle and reuse. The benefits of stainless steel are the ability to keep your liquids tasting great while also eliminating odours. Therefore, it is possible for bacteria to remain in very small pores in some plastic materials (Green Steel, 2018). Other than that, the temperature of your liquid can be maintained for hours in stainless steel. Then, the exterior of the stainless steel will also be less likely to “sweat” or undergo condensation due to the advanced technology of double-walled vacuum insulation. Your car or desk won't contain a ring of water. Stainless steel is the best material because it is lightweight, easy to carry, and easy to clean. From warm drinks like coffee and hot chocolate to ice-cold sports drinks and other beverages, a stainless steel tumbler makes it easy to enjoy any type of beverage on the go.