



اَوْنُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**BUSSINESS IDEA BLUEPRINT**

<b>FACULTY</b>	<b>: FACULTY OF SPORT SCIENCE AND RECREATION</b>
<b>PROGRAM &amp; PROGRAM CODE</b>	<b>: SR241</b>
<b>COURSE &amp; COURSE CODE</b>	<b>: ENT600 (TECHNOLOGY ENTREPRENEURSHIP)</b>
<b>SEMESTER</b>	<b>: 5 (NSR2415M1)</b>
<b>GROUP MEMBERS &amp; ID NUMBER</b>	<b>:1. MUHAMMAD NOR ASWAD BIN HUSIN (2019267458)</b> <b>2. MUHAMMAD AFIFFUDDIN BIN A. RADZAK (2019218204)</b> <b>3. MUHAMMAD ALIF BIN MOHD ROZI (2019228988)</b> <b>4. CHE MOHAMMAD SHAHID BIN CHE MOHD ZAKI (2019217958)</b> <b>5. ASYROF HADI BIN SHIFUL ANNUAR (2019252246)</b> <b>6. MUHAMMAD AZIM BIN NOR HISHAM (2019217784)</b> <b>7. SITI MUNIRAH HARIANI BINTI HASHIM (2019229316)</b>
<b>LECTURER NAME</b>	<b>: MADAM TENGKU SHARIFELEANI RATUL MAKNU BINTI TENGKU SULAIMAN</b>
<b>SUBMISSION DATE</b>	<b>: 28 JANUARY 2022</b>

## TABLE OF CONTENT

<b>CONTENTS</b>	<b>PAGE NUMBER</b>
<b>1.0 EXECUTIVE SUMMARY</b>	<b>1</b>
<b>2.0 PRODUCT OR SERVICE DESCRIPTION</b>	<b>2-3</b>
<b>3.0 TECHNOLOGY DESCRIPTION</b>	<b>4</b>
<b>4.0 MARKET RESEARCH AND ANALYSIS</b>	<b>5-7</b>
<b>4.1 Customers</b>	
<b>4.2 Market Size and Trends</b>	
<b>4.3 Competition and Competitive Edges</b>	
<b>4.4 Estimated Market Share and Sales</b>	
<b>4.5 Marketing Strategy</b>	
<b>5.0 MANAGEMENT TEAM</b>	<b>8-9</b>
<b>5.1 Management Compensation and Ownership</b>	
<b>5.2 Supporting Professional Advisors and Services</b>	
<b>6.0 PRICE PER UNIT OF COMPONENT</b>	<b>10-11</b>
<b>7.0 CONCLUSIONS</b>	<b>12</b>
<b>8.0 APPENDICES</b>	<b>13-15</b>

## **1.0 EXECUTIVE SUMMARY**

TIQ TAQ technology Company was established in 2021 and is based in Seremban, Negeri Sembilan. Our company produces technology products such as tracking devices. The company is wholly owned by Bumiputra, led by Muhammad Nor Aswad and assisted by board members and employees. Our company sells products online as well as orders can be made daily and deliveries will be processed within 2 working days. The target market targeted by our company is women, riders, drivers, kids and spies. The purpose of this group being targeted as our customers is because to save their time while doing their daily work by not wasting time looking for goods.

In this sophisticated era, there are some tracking devices have been released at a relatively high price because the quality provided is high. Our purpose in producing our product, the Buzzletag, is to provide a high-quality tacking device at a much lower price. The production of our product is expected to make it easier for people now to buy tracking devices for the convenience of their day. The advantage of Buzzletag in addition to the low price is that this tracking device is waterproof and uses GPS. Although there are low-priced tracking devices in the market, our tracking devices are different because at low prices, users will get high quality products, waterproof and have their own applications that can be downloaded on mobile phones or laptops. We hope that with the production of Buzzletags at a much lower price compared to high-quality tracking devices, it will help users' daily affairs more smoothly.

Based on the record of purchases made by buyers, our company targets to sell 100-unit Buzzletag per month. So, our target for profit to be earned within three years is RM RM95,000. This target is considered relevant based on the purchase record as well as the purchase trend of tracking devices in Malaysia which is gaining popularity. in addition, this target will help us to improve technology and design that can appeal to consumers.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

Nowadays, most people have the issue of losing personal belongings which is quite important. Our company has come up with this idea to keep track of items that are important to someone. Taking advantage of this situation, Buzzletag has been created with special features.

Buzzletag is a tracking tool. The Buzzletag features a small, lightweight stainless-steel disc, with a logo on one side. It can personalize the other side with free engraving. The product is a 1.26 -inch disk equipped with Bluetooth and location tracking capabilities and is part of a set of “Find Me” tools that help users track items. With the Find Me app, you’ll get useful notes like the distance of your Buzzletag and in which direction. Precision Finding also has voice options to help myopic or blind users. The new device is also waterproof and dustproof, with a removable cover designed to make it easy for you to replace the CR2032 battery, which promises a year -long battery life with daily use.

In addition, if you’re out of Bluetooth range, you can put your Buzzletag into lost mode and get a notification when it’s within range of the Find Me network. If someone else finds your Buzzletag, he or she can use an iPhone or NFC -enabled device even on an android phone to see your contact number, if you’ve listed it. If you have an Android phone and happen to find a missing key set, backpack or bike with the Buzzletag attached, you can scan the small tracker as long as your phone has the ability to read NFC tags even if the Buzzletag has an NFC chip in it, and the chip is readable by Android and iPhone phones. So, as long as your Android phone is equipped with NFC (if you can use contactless payments, you have NFC), all you have to do is read the Buzzletag by placing it near the back of your phone. Once the tag is scanned, an alert will appear on your screen containing a web link or your phone's browser will automatically open to an information page about the tag. If it’s marked as lost, you’ll see instructions on how to contact the rightful owner and return the item to them easily as well. However, there are some vulnerability that have been noticed such as unsolicited tracking victims receiving a vague notification that reads “Buzzletags detected near you”, but some people report that it takes 4 hours or even days to get a notification. Second, the difficulty of finding the buzzle tag. The small size of the Buzzletag makes the search difficult, causing the victim distress. Finally, the weak response is that the police do not always take claims seriously upon negligence or loss of this small device.

The Buzzletag is a coin -sized device that can be attached to keys, backpacks, wallets and other items to help people keep track of it via iPhone and android if misplaced. They need a connection from any device phone. So, the objective of our products is to facilitate and help the daily problems of people especially those who always lose goods.

Next, how users can find their things by using Buzzletag? First, users must upload the application to get a fully function from this device. Second, users need to log in using an email. This only can be open in one device in one time. After a log in session, users can follow the instruction in the apps which is open the Bluetooth on your phone, find the name of tracking device and wait until it connects. This Buzzletag is suitable for users that use iPhone or Android.

However, in this era of sophistication, there are some tracking devices that have been released at relatively high prices because the quality provided is high. The purpose of our producing our product, Buzzletag, is to provide high quality tacking devices at a much lower price. The production of our products is expected to make it easier for people now to purchase tracking devices for their day to day convenience. The advantage of Buzzletag besides the low price is that this tracking device is waterproof and uses GPS. While there are low -priced tracking devices on the market, our tracking devices are different because at a low price, consumers will get a high quality, waterproof product and have their own app that can be downloaded on a mobile phone or laptop. We hope that with the production of Buzzletags at a much lower price compared to high quality tracking devices, it will help users' daily affairs more smoothly.

Form of our tracking device was in square form to make sure different with other brands. Our Buzzletag was lightweight and small to make sure users easy to bring and does not affect the weight of items that have been combined such as house keys, car keys and others. Other reason of tracking was useful is this device maybe can help certain person who always lose things or forget did they put them. Our product which is Buzzletag was actuall use Global Positioning System (GPS) and Bluetooth technology for users detect the good or the Buzzletag itself. User can find anything that attach with Buzzletag by click bell in the phone. But if user want to find their phone user can push button on Buzzletag. This was called as reverse call.