

# **BLUEPRINT REPORT**



## **SHABERU PRODUCTION SDN BHD**

### **MULTIFUNCTIONAL SHOVEL**

---

<b>Faculty</b>	: FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES	
<b>Program</b>	: BACHELOR OF SCIENCE (HONS.) STATISTIC	
<b>Program Code</b>	: CS249	
<b>Course</b>	: TECHNOLOGY ENTREPRENEURSHIP	
<b>Course Code</b>	: ENT600	
<b>Semester</b>	: OCTOBER 2021 – FEBRUARY 2022	
<b>Group Name</b>	: N4CS2416T4	
<b>Group Members</b>	1. MUHAMMAD NUR AIMAN BIN KAMARUDIN	2020996787
	2. ABDULLAH MUZAKKIR BIN AHMAD SHAIPUDDIN	2019467892
	3. MOHAMAD SYAHMI BIN RAZAK	2020980877
	4. MUHAMMAD SYAFIQ BIN MOHD FAUZI	2020985525
	5. MOHAMAD HAZIQ BIN NIRWANIS	2020964369

**Submitted to**

**MADAM TENGKU SHARIFELEANI RATUL MAKNU BT TENGKU SULAIMAN**

**Submission Date**

**4<sup>th</sup> FEBRUARY 2022**

## ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, The Most Gracious, The Merciful. Alhamdulillah, we were grateful to Almighty Allah S.W.T for giving us the strength and ability to complete this Business Idea Blueprint report. This study had been completed with hard work despite a few problems including the pandemic Covid-19 outbreak that resulted in Movement Control Order (MCO) by the government that occurred during the completion of this Blueprint report. However, all these problems had been settled down and could be adapted properly and prudently. Without His numerous blessings it would not be possible to finish this Business Idea Blueprint report.

Firstly, we would like to express our sincere gratitude to Universiti Teknologi MARA (UiTM) for the opportunity to undertake and complete this report. Secondly, we were very grateful to my Technology Entrepreneurship (ENT600) lecturer, Madam Tengku Sharifeleani Ratul Maknu Bt Tengku Sulaiman for teaching, commenting and leading us on how to complete this blueprint report throughout numerous consultations. Without her valuable technical support and advice, it is unlikely that we will be able to complete this report properly and on the right time. Her willingness to spend her precious time to guide us to complete this Business Idea Blueprint report should be appreciated.

We were also very grateful to have family members who have always contributed financially to us to complete this report. Finally, we also thanked our friends and classmates who are generously helping directly or indirectly and encouraged us physically and mentally to complete this project successfully. Only Allah S.W.T can repay all your kindness.

## Table of Contents

1.0	EXECUTIVE SUMMARY .....	1
1.1	Brief description of the business and product concepts.....	1
1.2	The target market and projections.....	3
1.3	The competitive advantages .....	3
1.4	The profitability .....	3
1.5	The management teams .....	4
2.0	PRODUCT OR SERVICE DESCRIPTION.....	5
2.1	Detail of the Product .....	5
2.2	Application of the Product .....	6
2.3	Unique Features of the Product .....	7
2.4	Summary of the Functional Specification of the Product .....	9
2.5	Describe any patents or other proprietary features of the product or services.....	12
2.6	Opportunities for the Expansion of the Product.....	12
3.0	TECHNOLOGY DESCRIPTION.....	13
4.0	MARKET RESEARCH AND ANALYSIS.....	19
4.1	Customers .....	19
4.1.1	Market Segmentation .....	19
4.1.2	Major Purchaser.....	20
4.1.3	Channel.....	20
4.2	Market Size and Trends.....	21
4.2.1	Total Market Size and Market Share .....	21
4.2.2	Potential Annual Growth.....	24
4.2.3	Factors Affecting Market Growth .....	25
4.3	Competition and Competitive Edges .....	26
4.3.1	Strengths and Weaknesses of Competitors.....	26
4.3.2	Comparative Features between Competitors.....	27
4.3.3	Additional Fundamental Value of the Product.....	28
4.3.4	Advantages and Disadvantages of the Product .....	29
4.4	Estimated Market Share and Sales .....	30
4.5	Marketing Strategy.....	30
4.5.1	Overall Marketing Strategies.....	31
4.5.2	Pricing .....	31
4.5.3	Sales Tactics .....	34
4.5.4	Service and Warranty Policy.....	34
4.5.5	Promotion and Advertising.....	35
4.5.6	Distribution .....	36

## 1.0 EXECUTIVE SUMMARY

The executive summary describes the opportunity conditions and why the firm exists, who will execute the opportunity and why they are qualified to do so, and how the firm intends to enter and penetrate the market. Thus, the company and product concepts, as well as the target market and projections, competitive advantages, profitability, and the management team, will be presented in this chapter.

### 1.1 Brief description of the business and product concepts

Shaberu Production Sdn Bhd is a company based in Johor Bahru, Malaysia. The firm is then located in the city centre, near to the local community areas, in terms of the geology of the business premises area. Because of its strategic position, this firm finds it easier to carry out all of its tasks, including gathering raw material supplies and attracting ideal clients. Table 1.1 shows the business details of Shaberu Production Sdn Bhd:

Table 1.1: Background of Shaberu Production Sdn Bhd

<b>Name</b>	Shaberu Production Sdn Bhd
<b>Address</b>	8N, Jalan Tun Abdul Razak (Susur 4), Ulu Air Molek, 80000 Johor Bahru, Johor
<b>Tel</b>	06-9755960
<b>Website</b>	www.shaberuproduction.com
<b>Email</b>	shaberuproduction@gmail.com
<b>Facebook</b>	Shaberu Production Hq
<b>Form of Business</b>	Partnership
<b>Incorporation Date</b>	1 January 2022
<b>Company Registration No.</b>	197901006272 (20103-K)

Shaberu Production Sdn Bhd is a shovel company that introduced a brand-new product called the Multifunctional Shovel. Because it is new to the company but not new to the market, this product is classified as new to the company under the modification category. The Multifunctional Shovel outperforms other companies' existing shovels in terms of performance and technology.

A multifunctional shovel was developed to aid in outdoor activities such as hiking and gardening. Many people today enjoy challenging hobbies such as hiking because they realise the multiple benefits that can be obtained from participating in healthy activities. As a result, they require a tool capable of facilitating their journey when hiking in forest areas by cutting the branches that obstruct their path. Aside from cutting branches, other facilities such as digging, sawing, chopping, cutting, picking, prying, hammering, bottle opening, shovelling, charging phones, and so on are also required for those who participate in outdoor activities. Hence, product innovation is made in accordance with the current needs of the target user who will purchase this product.

In general, this product employs a semi-automatic method in which solar energy is used to generate special functions such as energy sources to generate electrical power. Additionally, this product has renewal features such as blade parts that can be adjusted to different angles depending on the suitability of use. Furthermore, the main feature of this product is that we provide several multi-functional blade replacements such as hoes, blades, skewers, and solar plates for the use of buyers. As a consequence, our company is optimistic about marketing this product because we are confident that our product will find a niche among buyers due to the uniqueness and special features that we provide.