



BLUEPRINT TITLE: SAC EN PAPIER

Faculty : **FACULTY OF APPLIED SCIENCE**

Program : **BACHELOR OF SCIENCE (HONS.) FOOD
SCIENCE AND TECHNOLOGY**

Program Code : **AS246**

Course : **TECHNOLOGY ENTREPRENEURSHIP**

Course Code : **ENT600**

Semester : **6**

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Submission Date:

27 January 2023

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1.0 EXECUTIVE SUMMARY

The Sac En Papier bag was created by Bag N' Go Enterprise as a new product. The company's goals are to develop new innovative goods, concepts, and services that are suitable at a price that provides the greatest value to clients. This new innovation is being introduced to improve the quality of customers' lives by allowing them to transport food and beverages in one bag, as well as to make the paper bag more convenient to use due to its lightweight nature and environmental friendliness. As a result, the organisation discovered a way to produce a paper bag with a few outstanding qualities. This paper bag's sole goal is to simplify their lives easier.

This product's market segment would be "regular consumers," or more particularly, travellers, students, workers, and junkies. Because paper bags are unable to contain and sustain food and drinks under additional pressure, most of them encounter the issue of beverages quickly leaking when carried in a paper bag, particularly during the delivery. Next, because both employees and students are limited in time, holding the paper bag with the food area and cup holder area can avoid food or beverage from tumbling and leaking when clients are in a hurry due to a hectic schedule. As a result, consumer mobility will be slowed to prevent food and beverages from falling and spilling. Furthermore, the product reduces the problem of non-waterproof paper bags that simply tear up since it is a 2 in 1 bag, which means that the food and drink regions are provided within the same single bag with the feature of waterproofing for the cup holder area. As a result, this product can simplify their life while also sparing consumer's time.

Because most retail chains sell essentially identical products, competitiveness within those technology industries is severe. In this example, the company's approach is significantly different because we created something based on complaints, a poll, and a few research on paper bags. This product's competitors are both McDonald's and Burger King. However, these two goods have significant problems due to the poor quality of the features and materials utilised to construct them. As a result, Bag N' Go Enterprise manufactures Sac En Papier bags with several upgrades and new inventions that make it easier and safer to use. We are confident that we have an advantage because we are frequently the first to develop this paper bag of high and sophisticated quality.

Our marketing team has made nearly half of our profit, if our product meets market demand as we are the first company to offer this high-quality paper bag. We might be able to recoup our investment simply by marketing this Sac En Papier bag. Bag N' Go Enterprise is a group of six

individuals. Hanissyazwani is our team's Managing Director, followed by Nurul Huda as General Manager, Nur Fatini as Financial Manager, Nurin Diyanah as Production Manager, Nur Hanani as Marketing Manager, and Nurul Mardhiah as Operation Manager. Every individual plays a significant part in keeping Bag N' Go Enterprise at the leading edge of technological domains.

2.0 PRODUCT DESCRIPTION

2.1 Overview of Product

The product that was created is known as Sac En Papier, which translates to "paper bag" in English from the French language. This is because the company wants to give the product a unique name that will have an impact on the customer. The difficulty in handling the food package and drinks inspired the concept. Aside from that, when placing a cold beverage, the paper bag tears. According to the results of the survey, many of the customers have the same issue with the paper bag tearing when placing cold beverages and finding it difficult to hold the foods and drinks with both hands. As a result, the company decided to introduce a product to them in order to solve their problems. The company's goal is to make it easier for customers to carry their food and beverage in one bag, as well as to make the paper bag easier to handle due to its lightweight material and environmental friendliness.

2.2 Application of The Product

The product is designed to satisfy the customers. As a matter of fact, the company chose kraft paper as the paper bag material because it is strong, environmentally friendly, and reasonably priced. They are biodegradable, recyclable, and reusable, making them very eco-friendly.

Next, the cup holder is then placed inside the paper bag, which is a moulded pulp container, to hold the cold beverage and protect it from spills and falls. The outer surface of the cup holder was sprayed with wax to prevent condensed water from falling into the bottom layer of the paper bag. However, the inside of the cup holder was not waxed so that it could absorb water.

In addition, the application of the hole handle which is a die-cut handle. They are much more easily manufactured and strong enough to be used for food delivery. Die cut handles pack more efficiently than other handle types such as twist handles and flat handles, which is a smart way to reduce shipping costs.