



اَوْنِبُوْرَسِيْتِي تِي كِنُوْلُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

UiTM CAWANGAN NEGERI SEMBILAN
KAMPUS KUALA PILAH

ENT600
(TECHNOLOGY ENTREPRENEURSHIP)

BLUEPRINT REPORT

DE-DORAS

GROUP MEMBERS:

Bil.	NAME	STUDENT ID
1.	NOR ADZLY BIN JAMALUDDIN	2021454762
2.	MUHAMMAD FARID BIN AFFENDI	2021834768
3.	MOHAMMAD ZAHID BIN POIMAN	2021899852
4.	MUHAMMAD SYAZANI BIN SHAHARIN	2021829694
5.	NURUL DAMIA BINTI ZAIFORNOOR	2021823716
6.	NURSYUHADA BINTI BAHARI	2021461958

FACULTY AND PROGRAM
BACHELOR OF SCIENCE (HONS) BIOLOGY

PREPARED FOR
NOOR HASVENDA BINTI ABD RAHIM

SUBMISSION DATE
27 JANUARY 2023

TABLE OF CONTENT

Table of Contents

1.0	EXECUTIVE SUMMARY	3
2.0	PRODUCT DESCRIPTION	4
2.1	De-Doras:Jungle the Explorer.....	4
2.2	Application and the description of the product.....	4
2.3	Unique features of product and how its create significance values	4
2.4	State of development of the product.	5
3.0	TECHNOLOGY DESCRIPTION.....	7
4.0	MARKET RESEARCH AND ANALYSIS.....	9
4.1	Customers	9
4.2	Market Size and Trends.....	10
4.3	Competitions and Competitive Edges	12
4.4	Market Share and Sales	14
4.5	Marketing Strategy.....	16
5.0	MANAGEMENT TEAM.....	21
5.1	Organizational Chart.....	21
5.2	Management Personnel.....	21
5.3	Management Compensation and Ownership	26
5.4	Supporting Professional Advisors and Services.....	27
6.0	FINANCIAL PLAN	27
6.1	Start-Up Cost.....	28
6.2	Working Capital	29
6.3	Start-Up Capital and Financing	30
7.0	PROJECT MILESTONES	31
8.0	CONCLUSION	33
9.0	APPENDICES	35

1.0 EXECUTIVE SUMMARY

IMEJINESYEN Enterprise is a manufacturer company that concentrates on producing camping equipment. This report is solely to provide an overview of the new product. Our company has come up with an invention of a product namely De-Doras: Jungle Explorer. There are 3 concepts applied to the making of the bag, 1. An ideal compartment makes it easy for the users to keep food at the proper temperature, 2. An incorporated feature of temperature adjustment from hot to cold temperature is appealing to hikers, campers, backpackers, and students and 3. An affordable price with a high durability designed bag to be used for extreme activities such as hiking and camping.

De-Doras is a bag-like product designed to allow consumers to enjoy their meals at the temperature either cold or hot. It also builds with a motor located at the front pocket of the bag that functions as the body core temperature controller of the users. Our company is the first in Malaysia that we believed to ever create and innovate a bag that comes with a body core temperature controller for its users. De-Doras is an eco-friendly product where it only needed a power bank as the energy supplier of the motor. A USB port is provided for the power bank to make sure the motor can still be charged in a manual way. IMEJINESYEN has created a new opportunity to make an innovative bag that only uses power bank device charging that will meet and exceed the customer's expectations.

The futuristic design and technologies used in the development of De-Doras: Jungle the Explorer bag have been our steppingstone in becoming one of the trending products that are useful and helpful to society. Moreover, De-Doras bag have been patented under Intellectual Property Corporation of Malaysia (MyIPO) and other laws applied in Malaysia, Patents Act 1983. As a result, no other bag manufacturing company can steal our product design innovation as our company has protected the originality of the ideas according to the law.

2.0 PRODUCT DESCRIPTION

2.1 De-Doras:Jungle the Explorer

IMEJINESYEN business is a manufacturer company that concentrates on producing camping equipment. As the world suffers from an economic crisis, the company is now focusing on groups that are spending their valuable time by going out of town. The new De-Doras: Jungle the Explorer backpack has been released by the company. De-Doras is a durable backpack designed to keep food warm for customers who value the freshness of their meals while camping. This is an improved version of the Styrofoam and ice box that is already available on the market, with some extra functionality and features that will bring significant value to clients. This backpack is a great answer to one of the everyday difficulties encountered not only by campers, but also by students who live in apartments and want to keep their food in the best condition possible while they finish their assignments.

2.2 Application and the description of the product.

A motorized backpack is meant for those who want innovation over the existing heat conserving container such as Styrofoam or an ice box when going camping. The revolution compelled us to experiment in order to find the greatest means of retaining our food's temperature and providing us with the best experience in enjoying our dinner or lunch even while we were out of town and distant from home. The consumer only needs to turn on the power supply to view the functions of the heat conserve bag. This type of innovation is intended to make people's lives easier, and it is portable.

2.3 Unique features of product and how its create significance values

The new era of holiday has developed to a new level. People now tend to go for a cheaper holiday compared to an expensive trip. Camping has been a new

discovery after the due of pandemic. Campers find the best equipment to bring along. IMEJINESYEN took advantage to get into the market. De-Doras with unique features such as adjustable temperatures controller gives a great competition to the product that had been in the market for so long. Presence of such gadgets will make De-Doras a main attraction to the new campers searching for the best equipment for their family. Now, adjusting temperatures depends on how high and how low the degrees are only at the tip of our finger. Not to forget about the separation of chill area and hot area where we can store two items at different temperatures at the same time. Unlike any other product on the market that focuses just to store and not to preserve heat, De-Doras will be the new discovery of advancement in camping.

2.4 State of development of the product.

De-Doras' new product development process began with brainstorming to generate ideas. Our IMEJINESYEN firm generates hundreds of ideas before settling on a few good ones. Internal idea sources are places where our organization obtains fresh ideas. This includes R&D as well as contributions from our workers. Because they interact with the product and receive feedback from our target clients, our workers are the finest source of fresh ideas. Then there are external idea sources, where our organization obtains unique ideas. The consumer is the most essential external source, as the new product development process must focus on delivering customer value. Listening actively to consumer suggestions is a fantastic source of creativity. Following that, a significant amount of design and resources are employed to ensure that items are of the best quality in order to fulfill our consumer satisfaction. To advance the De-Doras development process, an appealing idea must be further developed into a product concept. The next step in De-Doras' new product development process is the creation of a marketing strategy. When a promising concept has been established and tested, it is time to create an initial marketing strategy for the new product based on the product concept in order to introduce this new product to the market.