



اَوْنِيُوْ سِيْتِي تِيْكَوْ لُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

INNOCUBE BOX

Faculty	:	Faculty of Applied Science
Program	:	Bachelor of Science (Hons.) Chemistry with Management
Program Code	:	AS222
Course	:	Technology Entrepreneurship
Course Code	:	ENT600
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Submitted to

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Submission Date

28 January 2024

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1.0 EXECUTIVE SUMMARY

1.1 Brief description of the business and product concepts

Maverick launched a firm that aims to meet the changing patterns in how consumers watch films and watch web series. The business has noticed a frequent issue as smartphone content viewing grows in popularity: sacrificing clarity and sharpness when utilizing a smartphone as the primary viewing device. Maverick has created a new product concept called Innocube, which is essentially a phone magnifier that makes use of convex lens technology, in order to address this problem. The purpose of the Innocube is to enlarge the screen of smartphones, giving users a better and more visible viewing experience. This invention makes use of the idea of a convex lens, which is comparable to a regular magnifying glass, to increase the size of the images on the screen. The gadget is intended to provide an affordable option for consumers who might find computers and TVs to be rather expensive or cumbersome. The company intends to improve the content consuming experience on smartphones by utilizing technology that magnifies images. It acknowledges that smartphones are widely used for this purpose.

1.2. The target market and projections

The device Innocube, which is intended for smartphone screen magnification, is aimed at a demographic that is mainly composed of people between the ages of 15 and 24, with a particular emphasis on adults and students (80%) and teenagers (20%). According to the report, there is more appeal to women (71.4%) and general customer acceptance (91.4%). Respondents place a high value on usefulness, with 62.9% wishing for items such as a table, fan, and large screen. Affordability (8.6%) and portability (22.9%) are also important factors. 60% of the market believes that a price range of RM20 to RM25 is appropriate, indicating that they are willing to invest in the product. According to projections, Innocube is positioned for possible success in the targeted market categories by emphasizing price, portability, and functionality—all of which are in line with customer desires.

1.3. The competitive advantages

Innocube stands out from other screen magnifiers on the market because of a few competitive features. First of all, it makes use of convex lens technology, which offers a special and cutting-edge method of magnification. Unlike conventional standalone magnifying glasses, Innocube uses a convex lens to give customers a more sophisticated and efficient way to enlarge smartphone screens. Furthermore, Innocube provides a portable and affordable substitute for rival electronic magnifiers, thereby addressing their shortcomings. While electronic magnifiers could cost more and have features like adjustable settings and high-resolution screens, Innocube serves customers who value simplicity, affordability, and ease of use. Innocube's mobility and flexibility to work as a phone holder with sophisticated features like a fan make it an ideal option for a range of customers who like gaming, watching multimedia, and reading, among other things. Overall, Innocube offers a unique value proposition in the screen magnifier market thanks to its convex lens technology, affordability, mobility, and versatile design.

1.4. The profitability

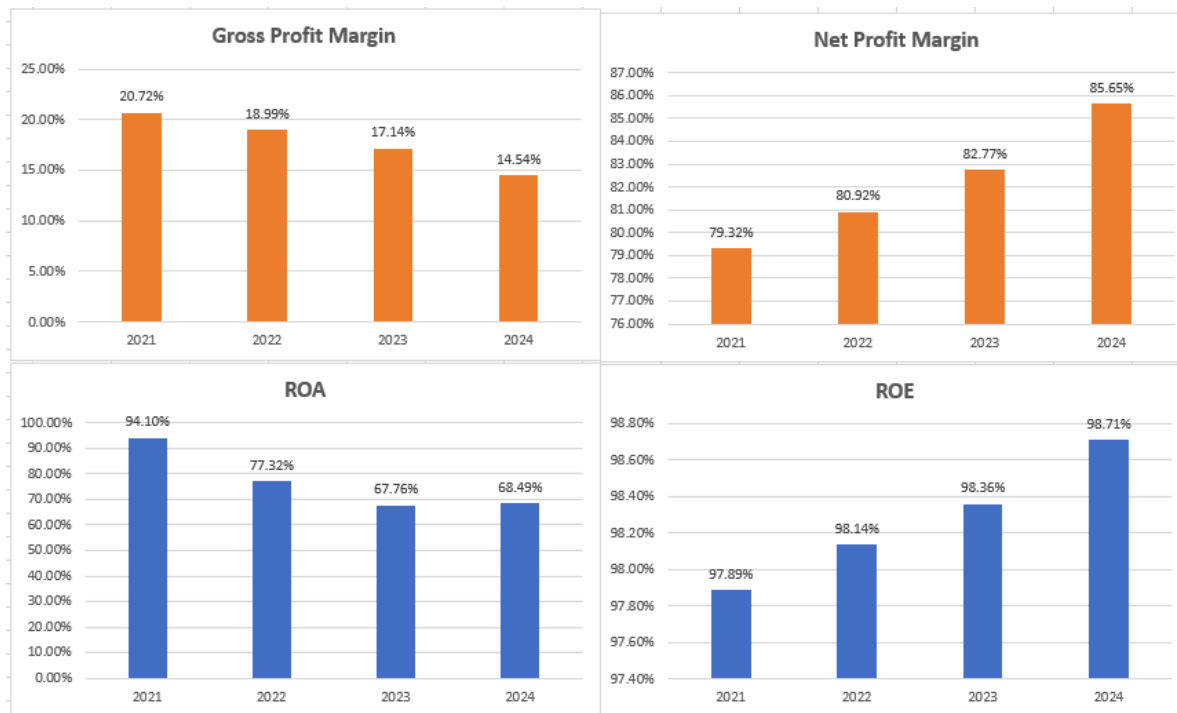


FIGURE 0 : COLUMN TABLE OF GROSS PROFIT MARGIN, NET PROFIT MARGIN, ROA AND ROE FROM 2021 TO 2024

A product or business's profitability is usually evaluated over a predetermined time frame, like a fiscal year, quarter, or month. The duration of profitability measurement is contingent upon multiple elements, such as the type of enterprise, customs within the industry, and obligations related to reporting. The gross profit margin has been trending downward over the years, which suggests that fewer sales are being kept after deducting the cost of products sold. An improvement in the proportion of net income derived from total sales is indicated by the net profit margin's upward trend over time. A declining trend in 2022 is followed by a minor uptick in 2023 and 2024 in the return on assets. This could point to differences in the effectiveness of asset use. With a continuously high and rising trend, the return on equity shows that the business is giving its shareholders a larger return over time.

1.5. The management teams

The management team is made up of a collection of knowledgeable experts committed to leading the company to success. In his role as the visionary leader, the Chief Executive Officer (CEO), Juliani Binti Alias is in charge of the overall strategic direction. The Administrative Manager, Nur Amyshazlianna Binti Suhaimi makes sure that all administrative procedures run smoothly and effectively oversees daily office activities. The primary objective of an Operational Manager, Siti Nurizzati Atirah Binti Samsudin is here to maximize the production or service delivery while improving quality and efficiency. The Financial Manager, Batrisyia Syahirah Binti Hardy Azmir is in charge of overseeing budgets, making sure that money is spent responsibly, and maintaining the organization's financial stability. The Application Manager, Fida Naziha Binti Fairuz is responsible for managing technological issues and making sure that systems and software run well. In order to advance the brand, draw in clients, and increase sales, the Marketing Manager, Aiman Iman Bin Shaifuddin lastly creates and implements thorough marketing plans. This team, which combines experience in leadership, administration, operations, finance, technology, and marketing, works well together to accomplish the company's goals.