



BLUEPRINT



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TABLE OF CONTENT

1.0 EXECUTIVE SUMMARY	4
1.1 Brief Description of The Business and Product Concepts	4
1.2 The Target Market and Projections	4
1.3 The Competitive Advantages	4
1.4 The Profitability	5
1.5 The Management Team	5
2.0 PRODUCT OR SERVICE DESCRIPTION	6
2.1. Overview of product	6
2.2 Application of the product	6
2.3 Features of product	7
2.4 Summary of The Functional Specifications	9
2.5 Opportunities for The Expansion of The Product Line	10
3.0 TECHNOLOGY DESCRIPTION	11
4. MARKET RESEARCH AND ANALYSIS	16
4.1 Customers	16
4.3 Competition and Competitive Edges	20
4.4 Estimated Market Share and Sales	21
4.5 Marketing Strategy	22
5.0 MANAGEMENT TEAM	28
5.1 Organization	28
5.2 Key Management Personnel	29
5.3 Management Compensation and Ownership	37
5.4 Supporting Professional Advisors and Services	38
6.0 FINANCIAL ESTIMATES	39
6.1 Start-up Cost	39
6.2 Working Capital	40
6.3.3 Start up information	43
6.4 Cash Flow Statement	44
6.5 Income Statement	45
6.6 Balance Sheet	46
7.0 PROJECT MILESTONES	47
8.0 CONCLUSIONS	48
9.0 APPENDICES	50

1.0 EXECUTIVE SUMMARY

1.1 Brief Description of The Business and Product Concepts

GOLDEN TECH is a growing company in technology and innovation, this company exists because of the problem that people experience that no one could solve, creating and innovating an existing product into a newer and better one is GOLDEN TECH expertise. GOLDEN TECH comes out with a new version of umbrella called “The Radiantguard Umbrella”. Definitely not a regular umbrella that can be found in the convenience store. We added some extra features to be more convenient to the users. This umbrella is made up of Water-Repellent Coating. Our umbrellas come with special coatings that make them resistant to water. This coating helps rainwater bead up and roll off the surface of the umbrella rather than being absorbed. We also added a glow in the dark feature to our umbrella, the glowing feature makes you more visible to others during nighttime or in a situation with reduced lighting, enhancing when walking.

1.2 The Target Market and Projections

Our multifunction umbrella is crafted to cater to the diverse needs of everyone, offering a blend of practicality and style that resonates with individuals of all ages and backgrounds who appreciate the convenience of a versatile and reliable accessory.

1.3 The Competitive Advantages

Our multifunction umbrella stands out with its cutting-edge design, offering a unique blend of features that surpass traditional umbrellas, setting it apart as a trendsetting and stylish accessory. Engineered with premium materials, our umbrella is built to withstand the elements, ensuring longevity and reliability. This durability, coupled with its multifunctionality, positions it as a top-tier choice for consumers seeking a long-lasting and dependable accessory. We take pride in using eco-friendly materials in the construction of our umbrellas, appealing to environmentally conscious consumers who seek sustainable products without sacrificing functionality and style.

1.4 The Profitability

By optimizing manufacturing processes and sourcing materials strategically, we've managed to keep production costs low, ensuring a healthy profit margin while maintaining the quality and functionality of our multifunction umbrella. With an anticipated increase in demand, we expect to benefit from economies of scale, enabling us to produce larger quantities and further reduce per-unit production costs. This scalability contributes directly to increased profitability as sales volume grows.

1.5 The Management Team

To ensure our product to be in the market, we have built team management that comprises six members with different job scope. We have come to an agreement that Farah Aisyah is the Chief Executive Officer of GOLDEN TECH and Nur Ain as the Administrative Manager. GOLDEN TECH consists of 3 departments. Nur Elya Natasha is the Operational Manager who will be assisted by Nur Shamimi Ayuni. They are responsible to manage the operation process involved to ensure all the materials used are of a good quality. Next, the Marketing Manager will be Zulfa Alwiyah where her job is to handle the marketing process of our product. Lastly, our Financial Manager is Ammar Faid who is responsible for monitoring the budget and the company's finances.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1. Overview of product

By referring to the figure, show the product that was proposed by Golden Tech namely The Radiantguard Umbrella. It consists of two products which glow in the dark umbrella and water repellent umbrella cover. This product is a new product line and classified as new to the firm under modification category because it is new to the company but not new to the marketplace. The glow-in-the-dark umbrella has a conventional and durable design, including a water-resistant canopy with UV protection. The frame is constructed of lightweight yet durable materials such as aluminum or fiberglass. The glow-in-the-dark feature uses phosphorescent elements in the fabric to provide an modest yet eye-catching look that is activated when exposed to natural or artificial

light. The length of the glow is determined by the quantity of light exposure, and it provides many hours of visibility in low-light circumstances. The water-repellent umbrella storage is made of high-quality, water-resistant fabrics such as non-woven with a durable water repellent (DWR) coating on the outside and inside. The essential feature is the water-repellent coating, which enables water to bead up and roll off, keeping the umbrella dry in heavy rain. The cover is designed to accommodate conventional umbrella sizes and has a tapered form with options for curved or straight handles, as well as a zipper or drawstring closing for a snug fit.

2.2 Application of the product

Firstly, the primary use of a glow-in-the-dark umbrella is to improve vision in low-light situations, such as at night or in wet weather. This feature increases pedestrian safety since the lighting effect makes the user more apparent to cars and others. The glowing effect can assist users find their umbrella in the dark, avoiding the usual problem of misplacing or forgetting it in low-light conditions. Not only that, glow-in-the-dark umbrellas are a popular accessory for outdoor events such as nighttime performances or festivals, or special events that provide both functional protection from the elements and contribute to the festive atmosphere. The visibility-enhancing function can be useful in emergency circumstances, since it makes people more visible to rescue personnel or other people during power shortages or disasters. Some photographers working in low-light situations may find a glow-in-the-dark umbrella beneficial for creating soft and unique lighting effects for nighttime shots. Campers and outdoor enthusiasts may use glow-in-the-dark umbrellas to mark their camping location or navigate in the dark while giving some ambient light.

Secondly, the bag's principal use is likely to give a handy and effective way to store wet umbrellas, particularly after use in rainy circumstances. The waterproof function helps to hold moisture, preventing water from seeping and causing a mess inside. The water-absorbing capabilities may help to dry the umbrella or at least reduce excess water before storing. In addition, the bag's waterproof and water-absorbent characteristics make it ideal for travelers or anyone participating in outdoor activities where wet umbrellas are typical. The bag also could serve as an emergency rain cover for items that need protection when caught in unexpected rain, such as cameras, books, or electronic devices. Companies or organizations may utilize such bags as promotional goods, giving a practical and branded option for people during events or rainy seasons.