UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

BLUEPRINT REPORT

Oc-Tech & Co.

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Group Name   : Oc-Tech & Co.

Group Members   : SITI NUR SYAMILA BINTI ROSLI (2016351937)

NURSYAZANA BINTI JUANDA RUHA (2016351579)

NUR AYUNI IZLIN BINTI MAT ISHOR (2016392885)

SITI NUR ATHIRAH BINTI ABDULLAH (2016340431)

NUR AZIE ZALIKA BINTI ZAHARI (2016307391)

Submitted to

MADAM NOORUL HUDA BINTI ZAKARIA

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TABLE OF CONTENTS

Page Number

Contents

1. **EXECUTIVE SUMMARY**

1.1. Brief description of the business and product concepts

Oc-Tech & Co. is a partnership business which consists of five partners that produces a 3-D projector. It is located at Tingkat 1, 59, Jalan Tok Lam, 20100 Kuala Terengganu, Terengganu. This O-tor projector use hologram to visualize image and video which give the detailed and nice quality of picture. It is also unique and fun to use where the design of the projector is octopus which this 3-D projector is named as O-tor. The design of the O-tor is interesting which giving the different look of the usual projector that being sold out. Furthermore, this product is wireless as it not consists more wires with it and being harmful to others. It is also fast charging where the customer can save the electric consumption.

Besides, O-tor is produced by the hired factory at Rohm - Wako Electronic (M) Sdn Bhd, Kota Bharu, Kelantan. Once it is done with the process, the worker at the factory will packaging the product into a box. Then, the finished goods will be supplied to the computer shops and the kindergarten at Kuala Terengganu. The products will be sold to the customer based on their demand and wherever it is necessary.

1.2. The target market and projections

The target markets for the product are retailers and educational organization such as kindergarten or university. As we all know, in this technology era, all people always follow the new emerging of technology which is will make us to think out of the box and technology use advanced year by year. Therefore, it is difficult to make people pay their attention during the learning process. That is why this innovation O-tor is developed which means to help them improve the learning process. We believe that this product at least will leave an impact towards educational organization because they will need O-tor at the most. Besides, the

1

function that provided in the O-tor is the hologram that will visualize image and video in 3D. It also not required to use more wires because it just provide only one wire which only for charging. In this case, it will not be harmful to the customer like before that required a lot of wire to use. Furthermore, the product also has a battery that can lasting 8 hours. So, there is no need to spend more money to get a high quality and affordable product as the O-tor.

1.2. The competitive advantages

A competitive advantage is what makes you better than the competition in your customer's minds. In order to get the customer's attention and trust in our product, we are using the 3D projector which use the hologram to visualize the image and video. So, it can help the user to learn in reality. Usually other projector designs have the same design, so it can cause users to be bored to see it. We have provided more attractive designs from other brands where our products look like octopus. So, it will be attractive to the user to use it. Our product also wireless.

The user does not have to use more wires and it also will not be harmful to the user. It is not suitable for the kids because when the projector uses more wires, it will dangerous to the kids. In addition, our product has a battery and it also fast charging. So, the user can save the electronic consumption. This product also does not need to connect to the PC or laptop. So, it also will not waste the time of user to wait until it is connected to the PC. We filed a patent protection granting us exclusive rights to prevent others from making, using or selling the owner's creation in Malaysia without the consent of the owner or consent. We have also reviewed the O-tor design with SIRIM to show that O-tor is reliable for everyone's use.

1.3. The profitability

The profitability is being done by the current projector in the industry in Malaysia. It shows the new type of projector that will give a good profit in return. A good strategy will ensure the business will gain profit over year by year of operation. As our product, we believe the 3-D projector will attract the customer as it uses hologram to display nice and good quality of image and video. Besides, this product also wireless, use battery and fast charging. The design of the projector also different and unique from others projector as the product design is inspired by octopus. In addition, we believe that we can hold more advantage of the product compared to others.

1.4. The management team

Our company consist of five main managers which cooperated to run the business. There is general manager, financial manager, marketing manager, operational manager and administrative manager. Each of main manager has its responsibilities where all manager cooperated to handle and managed by each department wisely.

2. **PRODUCT OR SERVICE DESCRIPTION**

2.1. Describe in some detail the product or service to be produced/sold.

O-TOR is a product that produced by OC-Tech & Co. It an electronic product which is combination of projector and three-dimension (3D) technology. It can be use in various industries such as in knowledge sharing and education. The objectives of this product are to meet the needs desired by the consumer as well as to improve upon current projector technology.