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PARKING AUTOSIGN BLUEPRINT

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Group Name : STF INDUSTRIES
Group Members : 1. MUHAMMAD SHARIFF BIN MOHD ZAIN
(2017412166)
2. AHMAD TAUFIK CHOO BIN RAHMAT
CHOO (2017663652)
3. MUHAMMAD FAIZ BIN ABD HALIM
(2017412214)

Submitted to

MADAM NOORUL HUDA BT ZAKARIA

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NOORUL HUDA BT. ZAKARIA
Senior Lecturer
Faculty Of Business Management
UiTM Cawangan Terengganu
Kampus Kuala Terengganu

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1.0 EXECUTIVE SUMMARY

1.1 Brief description of the business and product concepts

The company name is STF Corporation. It is located at Lot 515 Jalan Cendering, Kuala Terengganu, Terengganu. The form of business is partnership. The date of our business commencement is on 3rd January 2019 and is categorized as an innovation company. Our company comprises of three partners to run the business which consist of managers that handles the administrative department, marketing department, financial department.

The product concept of the company is based on an innovation which is to improve existing product at parking platform. The product that receives an agreement by all of the shareholders is a parking sign that make it a lot easier for customers to find empty parking spot. The main feature of the product is to provide many benefits to the customers as they can save more time, and at the same time avoids car double park, car blocking, and many more. The name of the product that we will be producing is Parking Autosign.

1.2 The target market and projections

Our main target markets are hypermarkets, hospitals, universities, and many more that involves a large parking spot. We believe that our product will make this type of target market interested in buying it as our product can easily release their customer's burden by helping them finding an empty parking spot easier. They can purchase our product by visiting our department and make an order of the product.

Any of our target markets that provide services need to follow up new technology trends which can improve their business and give satisfaction to their customer. Our company, STF Corporation is a start-up business which provides new technology product for the consumer. STF Corporation chooses to run new technology product business because we always innovate to provide an easier lifestyle for our customers and also focusing on people's life.

1.3 The competitive advantages

Parking Autosign is one of the innovations which improve a normal parking spot into a more innovative one by adding more technological tools into platform. The combustion of various tools to provide ease of use to the customer as they do not have to stroll all around the parking spot to find an empty one because of the not knowing where is one. Thus our customers' time can be saved as mentioned earlier and their burden of finding it will be solved.

1.4 The profitability

A market analysis that has been done on the current parking innovation industry shows that this new type of innovation of the platform can provides better profit in return to our company. A successful plan will be put in place to obtain the best asset to ensure that this company will generate significant profits over the years of operation. Our product is believed to have much more advantages than the other products.

1.5. The management team

STF Corporation has three partnerships in total at the top management which consist of General Manager, Financial Manager, and Marketing Manager. Each of these managers has their own responsibility which is to ensure the smoothness of the company operation.

Our company, STF Corporation is a start-up business which provides new technology product for the consumer. STF chooses to run new technology product business because we always providing a better living for our customer and focusing on people's life.

2.0 PRODUCT OR SERVICE DESCRIPTION

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

STF Corporation is a company that produce innovative product that is helpful in daily lives and has various benefits as the result of using it. For decades, parking problems have been one major problem to our country and have become famous in Malaysia. Thus, the introduction of Parking Autosign can help the people who like to go on a place that have a large parking platform by providing them a convenient product. For customers or visitors, Parking Autosign can help them locate an empty parking spot from far.

With our product, people don't have to worry much about the difficulty when finding an empty parking spot. It is because the product is made to do so which is indicate an empty parking spot by holding up an appealing signboard to attract people. Also, our product was made out of various tools attached altogether nicely. Additionally, it can save cost for the buyers. The users do not have to look at a tutorial to understand how to use our product as it is very user friendly. Our product also can reduce the problem of the people that always do double park and blocking which cause troubles to others.

2.2 Discuss the application of the product or service and describe the primary end use as well any significant secondary applications.

Having a product that is miniature and yet contains many features is preferred by the people today. It is suited with the main attractions of our product which is the variety of benefits that we provide in the creation. The product is widely by any type of vehicles such as cars, lorry, motorcycle, bicycle, and many more. Its primary functions are the signboard itself works as an informant. Other application which is needed during night time is the embedded of light bulbs on the signboards to make the signboard visible in the dark. The customers will definitely interest in our product due to the uniqueness of the feature and material use for of our product.