



MIRRON WARDROBE - TECHNOLOGY BLUEPRINT

Faculty : FACULTY OF APPLIED SCIENCES
Program : BACHELOR OF BIOLOGY (HONOURS)
Program Code : AS 201
Course : TECHNOLOGY ENTREPRENEURSHIP
Course Code : ENT 600
Semester : 3
Group Name : NAQ'S TECH
Group Members : AMIRUL HAKIM BIN RUSDI (2018438694)
MUHAMMAD HARIZ ZAFRAN BIN ZAINAL ABIDIN (2018238721)
FATIN NURUL ATIKAH BINTI KAMARUDDIN (2018260108)
MUHAMMAD HAZIQ HAIKAL BIN ZALMAN ISWANDI (2018224068)
MUHAMMAD NUR AKMAL BIN MOHD KHIR (2018423998)

SUBMITTED TO

SIR ADLAN

SUBMISSION DATE

31 DECEMBER 2019

TABLE OF CONTENTS

Contents	Page Number
EXECUTIVE SUMMARY	4
1.0 INTRODUCTION	5
1.1 Organization.....	5
1.2 Product/Service Description.....	6-7
1.3 Technology Description.....	8
2.0 MARKETING	9
2.1 Market Analysis.....	9
2.2 Market Strategy.....	10
3.0 MANUFACTURING AND OPERATIONS	11
3.1 Materials and Equipments.....	11
3.2 Operation Planning.....	12
3.3 Management Team.....	13-15
4.0 FINANCE	15
4.1 Start - up Cost.....	15-16
5.0 PROJECT MILESTONES	16
6.0 EXIT PLANNING	17
7.0 CONCLUSIONS	18
REFERENCES	19

EXECUTIVE SUMMARY

The latest technology of NAQ'S TECH output in combining the iron board, mirror, and makeup table. Name of this product is Mirror Wardrobe. The product combination of these three components is able to facilitate and speed up customer self preparation with one objective: to make them accessible to all. It all started when its founder collaborated with an Malaysian engineer. One made beauty for the Mirror Wardrobe is, the other cherished an ideal: to make a technology, which until then had been exclusively for professionals, accessible to everyone. This company brand's first invention was an ironing board incorporating a professional steam generator guaranteeing unparalleled results and ultimate ease of use within your home. It was an immediate and enduring success. NAQ'S TECH ironing systems are designed with a single goal: to help you obtain a unique, professional result within your home. To do this, the brand brought together an exclusive active board, equipped with a quality mirror and material system, an integrated professional steam generator and a professional iron.

1.2 Product/Service Description

The idea of the product are the combination of dressing table and ironing board and it is equipped with digital clock located in the mirror with light strip around the mirror. This product is very smart as it links three important and consecutive activities from our day to day lives like ironing clothes and dress up while looking at the time. With the combination of this 3-in-1 product, it will go great into those persons home who lack space and will fit at almost every corner of the room. It is made of high-quality materials that make it very easy to clean and to be transported. It is stability as it has a simple and solid fixing system. Mirron Wardrobe can be flip in a vertical position when used as a mirror and horizontal position when used as an ironing board. It equip with digital clock located in the mirror with light strip around the mirror. Figure below shows the exterior design and features of the Mirron Wardrobe.

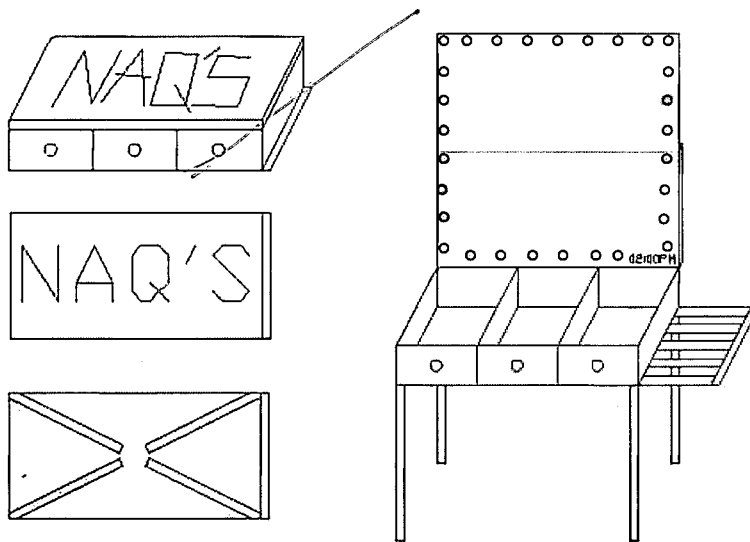


Figure 4.1: Exterior Features of Mirron Wardrobe

