



UNIVERSITI TEKNOLOGI MARA SHAH ALAM
FACULTY OF CHEMICAL ENGINEERING

ENT600- TECHNOLOGY ENTREPRENEURSHIP

TOPIC:

BLUEPRINT- MR I-CASING

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EXECUTIVE SUMMARY

Mr. I-Casing Company is a company that produce life-changing phone case that changes the ways people use phone bumper. Innovated, improvise and continuously research as well as develop new alternative ways to satisfy customers' need. Mr. I-Casing is the name of the product, an intelligent casing design has a small compartment at the backside that can fit a small credit card size item. This small-compartment had been carefully design and attach at the centre of the casing to make it convenience to place a standard size card. The company has a simple lean organization structure. The head is led by a CEO. Under the CEO, there are three different departments that have special function of each. There are marketing department, operation department, and financial department. The current target market is the student of Universiti Teknologi Mara (UiTM) Shah Alam with a potential customer of 160,957. Marketing plan including using pricing strategy, mass promotion strategy, and distribution centre strategy. The potential competitor had been identified to be the company that produce mass phone casing for smartphone and the one who produced card compartment wallet. The operation is involving the product development is to innovate based on customer need, imply planning and control that including cost determination, build prototype, testing, and refine the design. Next, process of gathering data into a physical product and launch into business market. Financial planning is based of expenditure, revenue, and gross profit.

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CHAPTER 1 ORGANIZATION

1.1 Introduction

Mr. I-Casing is a phone casing that provides a proper and very convenient placement of card especially among students.

1.2 Objective of organization

Each organization plan prepared has its own personal objective. The entrepreneur should clearly clarify and specifically describes the objective for preparing the particular business plan. The objectives in this organization are:

1. To meet customer need in convenient way
2. To contribute the betterment of lifestyle culture throughout the world
3. To customize the design of casing
4. To able make profit and expensing the business

1.3 Purpose of organization

The purpose of structured organization are as follows:

1. Allocation and coordination of company business resource.
2. Management of job duties, and responsibility.
3. Centralized and systematically process of power delegation.