



اَوْنِبُوْ رَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 600

TECHNOLOGY ENTREPRENEURSHIP

**BLUEPRINT OF 'FRUIT JUICE VENDING
MACHINE'**

PREPARED BY:

NUR ATIKAH BINTI LOKMAN (2015180279)

NASIRAH BINTI ZAMANI (2015102283)

SITI HAIMIERA BINTI MOHD ZALI (2015310791)

NUR AFIQAH BINTI MOHD RADZI (2015136369)

PREPARED FOR:

DR AZLIN SHAFINAZ ARSHAD

TABLE OF CONTENT

CHAPTER	CONTENT	PAGE
	ACKNOWLEDGEMENT	1
1.0	EXECUTIVE SUMMARY	2
2.0	PRODUCT DESCRIPTION	
	2.1 Description of the product	3
	2.2 The application of product	4
	2.3. Unique features of product	5
	2.4 The stage of development of product	6
	2.5 Other property features of the product	7
	2.6 Opportunities for the expansion of the product line	7
3.0	TECHNOLOGY DESCRIPTION	8
4.0	MARKET ANALYSIS AND STRATEGY	
	4.1 Customer and Target Market	11
	4.2 Market Size and Trend	11
	4.3 Competition and Competitive Edges	13
	4.4 Marketing Strategy	16
5.0	CONCLUSION	19
	APPENDICES	

ACKNOWLEDGMENT

Assalamualaikum w.b.t. Firstly, we would to thank Allah S.W.T. because we managed to complete our group assignment of new product development in a given time. We are deeply indebted to our lecturer, Dr. Azlin Shafinaz Mohamad Arshad who always helps us to improve and give knowledge to assist us in order to finish our group assignment.

Next, we would like to thank all the group members that had always been dedicated in making this assignment successful no matter how hard it is. Without their support, this assignment is impossible to be completed this given assignment in the given time.

Lastly, we also would like to thank our family for their support in everything that we do. They help us a lot by providing us with necessary financial and moral support for us to successfully complete this assignment.

CHAPTER 1

EXECUTIVE SUMMARY

"Fruit Juice Vending Machine" is one kind of vending machine that is processing the fruit into juice. It different with the juice vending machine are have in the market because in the market only provide one fruit. This vending machine have many features such as debit card payment system, detector and tracker system and touch screen LCD display. Our major target consumer for our fruit juice product university and college students and staffs. We focus our target market within Klang Valley, Malaysia because there are many local and private universities situated in this area.

Our vending machine is the only vending machine that offers variety of fruit choices including orange, apple, banana and grapes in Malaysia. It is a great advantage to our company in producing the only vending machine with different choices of fruits and its special features. Although being the only fruit juice vending machine available in the market, there are few competitors in the marketplace such as conventional beverage vending machine, fruit juice bars and fresh orange vending machine.

The price of our product which is the fruit juices is relatively cheaper compared to the indirect competitors. The channel of distribution for our product is sale directly to consumer model where the producer sells its product directly to the end consumer. A key feature of the vending machines is their location adaptability. The market communication tools used in introducing and promoting our fresh fruit juice product are public relation (publicity) and advertising. Our company will work together with the authority of university to make an announcement regarding our fresh juice product through university portal or websites. Type of advertising tool used in promoting our fresh fruit juice products are printed advertising such as posters and brochures.

CHAPTER 2

PRODUCT OR SERVICE DESCRIPTION

2.1 Description of the product

“Fruit Juice Vending Machine” is one kind of vending machine that is processing the fruit into juice. It different with the juice vending machine are have in the market because in the market only provide one fruit. If there have multi juice it maybe from only from one fresh juice plus with the other artificial fruit flavours. It can cause the freshness of the juice to diminish.

In this innovation, this vending machine has 4 types of fruit can produce four types fruit juice. The fruit available are orange, green apple, banana and grapes. This fruit is fresh fruit and squeeze freshly using the blender custom made according to types of fruit. The four types of fruit is choose is because the fruit is favorable to student and good for health. This vending machine can produce fresh fruit in few second. The preserving the fresh natural flavor of fruit juice is the attraction of this vending machine. The end product of fruit juice vending machine is will present in 16oz of cup. The size of vending machine is 2m × 1m × 0.8 m.



Figure 2.1 the prototype of the product