

ENT600
TECHNOLOGY BLUEPRINT



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Group Name : FELINEA SDN BHD

Group Members : 1. MOHD KAMAL HAFIZI BIN ABDUL JALIL
2. MUHAMMAD RIZAL BIN SIMON
3. DARWISY MUSLIM BIN AHMAD
4. MUHAMMAD AIMAN BIN ABDUL HALIM
5. MOHAMMAD SHAHRUL BIN HASBI

Submitted to:

ASSOC. PROF. DR ZARINA SALLEH

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EXECUTIVE SUMMARY

1.0 INTRODUCTION

Felinea Sdn. Bhd. introducing a new system development which combined bathing and drying services for cat into one product. We called our product as a cat's washer box where the user can give bath to the cats and then dry them right after the bath. As we all know some cats may feel threatened and become aggressive especially when it is time for the cats to take a bath. Some of the cats might scratching or even bite us.

By using our product, the user will feel much safer when it comes to bathing a cat. We have installed the shower and the blower inside the box. Plus, we provide a slot where the users can put their hands to handle the cat inside the box. This slot is covered by safety gloves which protect their hands from being scratch or bite. We made this cat's washer box transparent to make the work easier for the users.

1.1 The Target Market and Projections

Target market is used in order to forecast business sales. From the target market, market segmentation was chosen as the market alternatives. Segmentation means that a part of a segment or a category. By using market segmentation, we can narrow down the potential customer that will purchase our product. We divided our market segmentation based on two categories that is geographic segmentation and psycho-graphic segmentation. As a starting product, our first target market is for cat's owner which is more suitable user for our product. The price for this product with installation is reasonable due to current technology and it can be buying either medium or rich people.

1.2 The Competitive Advantages

Our company produces a product that has less competitors in current industry. Most of the time, other company that produce cat shower box only provide shower for the cat but does not has a dryer. The purpose of our product is to make the user easier to handle the cat during bathing the cat and we added extra feature which is to dry the cat right after bath. In our business, we can make sure that our customer gets more benefits from our product and get compete with another company.

1.3 The Profitability

This Cat's washer box can be one of the products that have a great potential growth to country. By introducing this product, industry can gain much profit where it can attract customer with our design, features and multifunction. Thus, by increasing the production of our products, it can increase the market demand.

1.4 The Management Team

Felinea Sdn. Bhd. is a partnership business which consists of five members. They are Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Marketing Officer (CMO), Chief Financial Officer (CFO) and Chief Technology Officer (CTO). In this form of business, a person forms a partnership with one or more persons to carry out a business with a view to make a maximum profit.

2.0 PRODUCT/SERVICE DESCRIPTION

2.1 Product description be produced or sold

Cat’s Washer box is a new product innovation to give a cat a bath. Most domestic cats hate water. So it's a good thing that they do most of their grooming themselves. And for the most part, they do an amazing job licking themselves clean with their coarse tongues. But inevitably, cat owners face a time when their cat needs a bath. This can be quite a challenge, and if you're not careful, you might just end up bearing the scars. Therefore, this product can help to overcome the problem faced by the cat’s owner.

The idea of the box is to overcome the problems facing by the owner of the cat when bath their cat. Usually, the problems facing by the owner are the reaction of the cat that hard to control and they can be aggressive when we keep forced them. At the end, the cat will bite and scratch when we touch them. For most cats, a bath will never be necessary. Cats do such an amazing job of grooming their coats and keeping themselves very clean. There may a situation however, where you have to bathe your cat. If you allow your cat outdoors you may find she had an unfortunate close encounter with a skunk. A cat with a severe flea infestation may also need a bath to provide some immediate relief before you use a topical flea prevention product. If your cat has a flea allergy, your veterinarian may recommend a special shampoo to help relieve the itch and skin irritation.

On top of that, by establishing the washer box will help their owner from getting scratch and bite by the cat. Hence, this product will become the first product exist in the market. Therefore, we believe that this product will become a high demand product due to no competition in the market.

2.2 Application of the product

In order to operate the box, the user just needed to insert their cat into the box. Installing the water and electrical supply and the box is ready to use. The box has upgraded shower and drying systems combined. Shower has cat shampoo compartment to allow it mix with water. The drying system has several knobs to control the air temperature and the fan speed. The other special part is the fan produce very low noise so that the cat feel calm within the box. Knobs to control the water, fan speed, drying temperature is provided. The manuals for the users are provided and easy to understand.