

**TECHNOLOGY BLUEPRINT**

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 Business Product and Concept Descriptions**

Automated food distributor (AFD) was designed to distribute food to dairy animal using an automatic system which is conveyor belt and mixer that functioning to distribute and process animal's food. This process also controlled by a timer to set up time of foods distribution to the cell of the shelter. The inspiration comes from the interviewed with dairy farmers that give students an idea to do innovation in term of work efficiency and quality in terms of food distribution concept and food processing. The idea came from the research conducted by the publication, online portal, and the dairy farmer themselves. The approach was decided on the basis of all the questionnaire, interview and analysis from the problems faced by the dairy farmer. Automated Food Distributor (AFD) helps to efficiently conduct the feeding time, minimizing the number of workers, thus also reducing costs and ultimately saving the workers ' time and energy. Food time became efficient because the farmer simply had to put the grass in the mixer and mix the grass in the pallet. The mixture would then collapse into the tank on the conveyor belt. Until the livestock, the conveyor must shift and stop. The timer can be programmed and changed by the farmers as they wish. This system will continue to reduce the amount of resources required and save time as well.

### **1.2 The target market and projection**

The target market is the served available market (SAM) which your business aims to target and has the resources to reach and service within the next few years. The dairy producer is our target market. Therefore, our brand was motivated by the dairy farmer's issues. The problems faced by farmers are the efficient management of their dairy farming, particularly during feeding time, to produce the good product. First, in order to ensure the quality of the product, dairy farmers must pay a great deal of care to the animals in terms of their nutrition, in order to minimize the money expended on the salary of the employee.