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 UNIVERSITI
 TEKNOLOGI MARA
 MALAYSIA

DUTON ENTERPRISE

'TRIOBAKER'

Faculty : Faculty Of Architecture, Planning And Surveying
Program : Bachelor of Landscape Architecture (Hons)
Program Code : AP248
Course : Technology Entrepreneurship
Course Code : ENT600
Semester : PART 05
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Submission Date



15 MAY 2019

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ACKNOWLEDGMENT

IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

Firstly, I'm grateful to Allah S.W.T for giving our strength to complete and fulfill our responsibility in accomplishes a paper work on the Blueprint for Technology Entrepreneurship (ENT 600) successfully.

Our deep gratitude goes first DR SHARIFAH ZANNIERAH SYED MARZUKI who expertly guided us through our report. His personal generosity helped make our time enjoyable at UiTM and for his advices and motivations to encourage us to finish this project. Thousands of thank for all partnership of Duton Enterprise that spend a lot of time to complete this blueprint successfully. We got a lot of experience and it useful for our future to become entrepreneurship. These projects will never success without helps and guidance from certain parties.

My appreciations also extend to our friend who always support and helped us to complete this project without feel stressed.

Above ground, we indebted to our family, who value to us only grows with age. Especially to our parent who are supportive in giving motivation and also helping in our financing to get this project done.

This writing report owes its success to the talents and tireless effort of each member. We put all in order to finish up this final paper. We had given lot of our effort, our best, our happiness and all our hopes.

Lastly, we hope that this Blueprint will give the positive impact to all. The entire perfect is coming from Allah and all the insufficient is always from us.

Thank you so much.



1.1 Description of the business and product concept

The Headquarter of Duton Enterprise will be in Puncak Alam, Selangor. The business concept is to build automatic bread baker machine. Our product uses the latest technology to apply the best quality for bread baker machine. Triobaker product is totally different with others because we pay much attention to the quality of output bread. In addition, Triobaker product base on the quality of output bread and The process in this machine can reduce time but still can give a good quality product. Besides that, Triobaker product also provides some features to make sure this product as multi-function product properly and based on customer requirement. The features we provide Machine are attached with a dough processing with the right amount of ingredient, A baking and frying area that can suit with a large amount of dough, Easy to use control panel that come with manual instruction and the last is Moveable and easy to handle the machine without complicated instruction. Furthermore, our company also provides services that are product's maintenance and life time warranty.

1.2 Target market and projections

We had three segments for our customer who is geographic, demographic and psychographic. For geographic segmentation, Triobake product only focuses on the customer at Shah Alam, Selangor. While for demographic segmentation, we specialize for high income and customer or bakery shop need to use it and household that love to bake or get income from the machine. We concentrate at Shah Alam, Selangor area since here is known as a new development area in Selangor. Our company takes potential customer from high income because Triobaker product per unit is expensive but is suitable with people need.

1.3 Competitive advantages

Triobaker product has its own competitors. Although we have to compete with other equipment for bakery machine in the market, we assume that they also have their own strength. Therefore, in order to compete with them we decide to build more interactive innovative and effective technology product. For the beginning, the product prices are bit expensive but easier and effective to user and this product include all in one. User didn't need to buy separate that cost maybe expensive. For instance, our product price is RM2500.00 while the main competitor price when combine all equipment for the machine RM3200.00. Our competitors in current market are oven, mixer, bread storage, fryer, and other machine that was sold separately. With that, we are sure that our company can compete with others product in the market.

