



اَوْبُو سَيِّدِي تَيْكُو لُو كِيْن مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Technology Venture Blueprint

CARTSMARTER ENTERPRISE SDN BHD

“GPSCART”

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1.0 EXECUTIVE SUMMARY

The name of our business is CartSmarter Enterprise Sdn. Bhd. that have been registered under the Company Act 1965. Our business type that we generate is private limited company which is the liability of each member of shareholders is limited. It means that if a company faces loss under any circumstances then its' shareholders are liable to sell their own assets for payment. The personnel individual assets of the shareholders are not at risk. Our company's goal is to be a smart retail supplier of high-technology shopping cart. Therefore, we have developed a new technology called GPSCart which is smart navigation shopping cart in which it is systematic and safe to use. GPSCart is a concept of technological manufacturing of shopping cart that have potential to be positioned as one of the successful shopping cart retail business throughout the country with our creative innovation.

Since CartSmarter Enterprise is manufacturer of shopping cart, thus we would like to supply our product, GPSCart to all supermarkets, hypermarkets, grocery stores and another departmental stores. The cart provides high quality of cart with unique design and features at value pricing that affordable for our target market such as Tesco, AEON, Giant, Mydin, Maslee, Econsave, KipMart and Target. Furthermore, this cart is a smart navigation shopping cart that is different from other existing shopping cart. There were many added features have been proposed to produce this new product such as it is completed with navigation system and security system. Therefore, this situation provides good opportunities for us to expand our business and gain more profit by proper manipulating this situation. Furthermore, CartSmarter offer perfect after-sales guidance which we will give a complete installation guidance and three years warranty against rust and corrosion with our coating process.

A survey has been done by using google form to test the market survey among 100 of respondents to know about GPSCart intents and its market potential. According to the survey on GPSCart market potential, our product gained positive feedbacks from the responder. There were 94 of respondents who were interested to use this cart. It shows that our product can be accepted by the community and might be helpful to the supermarket or grocery store in controlling the problems caused by the uses of shopping cart among the customers. CartSmarter believe that we can generate our profit from selling the cart in one year. The company plans on achieving first year direct sales of RM300, 000 in the target market and plans to achieve a more profitable level of sales for the next year. Thus, the company will aggressively promote the new product which is GPSCart with higher profit margins to allow for maximized profit.

CartSmarter Enterprise is run by expert executive manager teams which control by our board of directors to ensure that all the business activity run systematically and efficiently. Executive management is vital to the functioning of business because the management team implements company strategy, sets company goals, and oversees the general success of the business. Our board of directors consist of Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Financial Officer (CFO) and Chief Marketing Officer (CMO) All team members cohesively work with each other, internal employees, and external entities to ensure the success of a company.