



## TECHNOLOGY BLUEPRINT

### Kytty Litter Box

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NAME	MATRIC NO
NIK NUR AFRIZA BINTI YUNAN	2017282782
SYAZLINA AKMAR BINTI AMRAN	2017282656
SITI MUDZALIFA BINTI ANUAR	2017404812
NOR HASLINA BINTI HUSIN	2017404778
FATHIN AFIFAH BINTI ZAINAL ABIDIN	2017282824

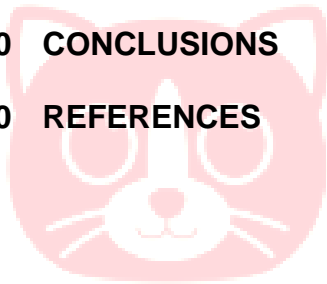
**Submitted to**  
**MISS NUR AISHAZWANIE BINTI SHAHRRULAZHAR**

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## **1. EXECUTIVE SUMMARY**

### **1.1 Company Background**

The name of our company is Kytty Sdn. Bhd. Our business type that we generate is partnership where all of us has limited liability restricted to percentages of amount capital invest. Our company was equally owned and managed by five partners. We are starting our business at Kota Bharu, Kelantan and has been operation on 5th January 2020. Our goal is to offer our new innovation product of cat litter box which is at a competitive price and meet the demand of local market area.

### **1.2 Product Concept**

Kytty Sdn. Bhd. created a new product called Kytty litter box. Kytty litter box is a removable box with attachment of a dustbin. The creation of this product is practically based on the problem faced by most of the pet owner to help them regarding of the cat litter box that already exist in our local market. Our product is a user friendly and effective to be used. The price that we offer are affordable for everyone with a good quality and design. The product design is too fulfilling customers' need and market demand according to today's trend.

### **1.3 Target Market**

Our target customers are the owner of pets especially owners of cats and dogs.

### **1.4 Competitive Advantages**

Kitty Sdn. Bhd. focused the marketing by starting at Kota Bharu, Kelantan. Since, our company is new, we have many competitors because of the similar product and functions. Hence, we created this product with special functions to show our product uniqueness. These are some special function of our product:

- Carbon ordor filter on top of Kytty litter box to remove the smell of cat waste.
- A sifter inside of the box for easier sifting of cat waste
- Existence of dustbin that attach with Kytty litter box to help customer throw cat waste

## 1.5 Profitability

By introducing our product in the market, we can gain much profit where we can attract the customers to choose our product based on design, colour, quality and the most important is at affordable price. Thus, by increasing the production of our product can lead us to increase the market demand.

## 1.6 Management Team

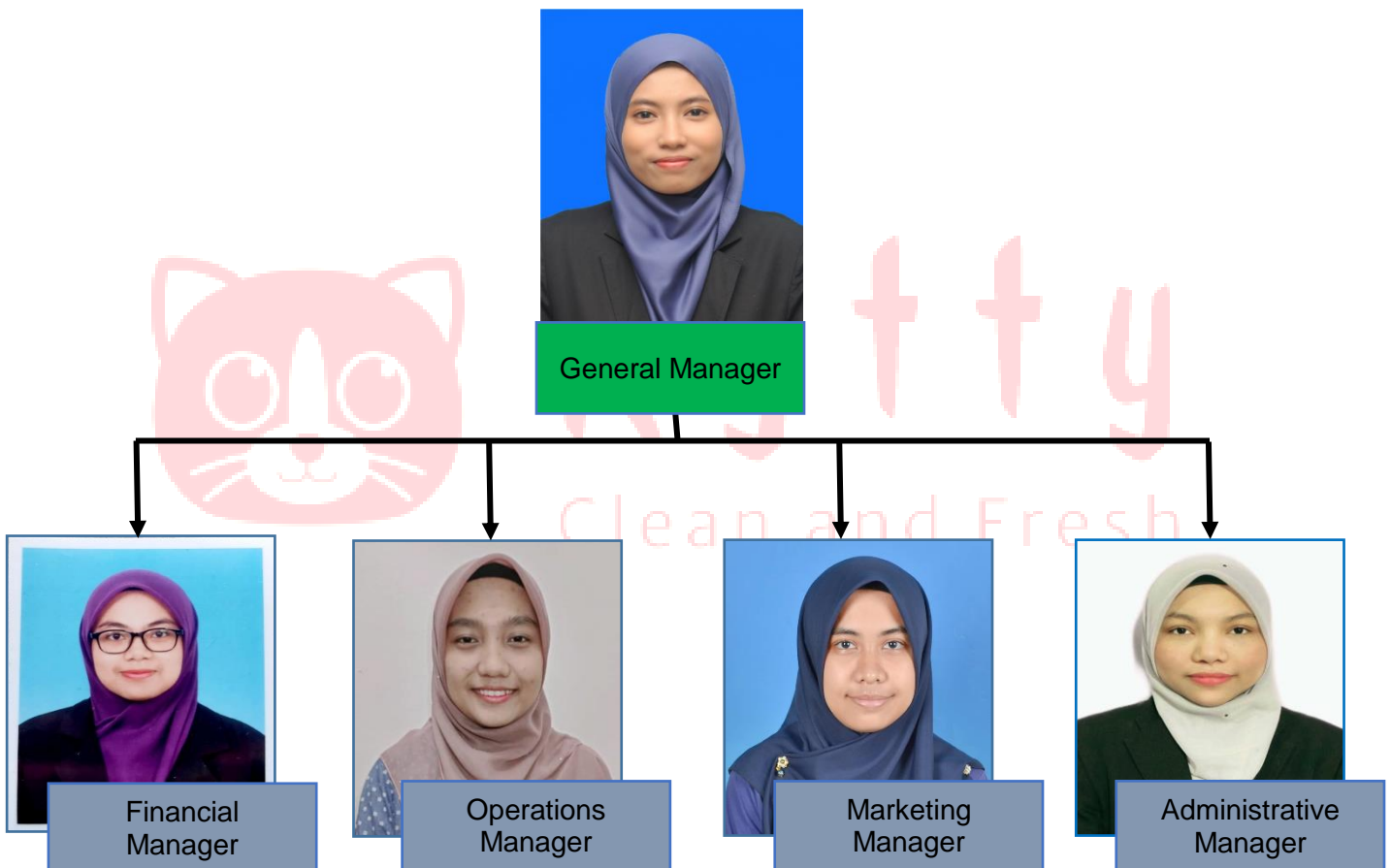


Figure 1.1: Management Team of Kytty Company SDN. BHD.