



TECHNOLOGY BLUEPRINT



PREMIER ELECTRONIC

Faculty : Science Computer and Mathematics
Program : Bachelor of Science (Hons.) Mathematics
Program Code : CS249
Course : Technology Entrepreneurship
Course Code : ENT600
Semester : 6
Group Name : CS2496B
Name : IQBAL ALI BIN MOHD AZMAN (2017412598)

Submitted to
MADAM WAN MASNIEZA BINTI WAN MUSTAPHA
Submission Date
June 2020

ACKNOWLEDGEMENT

Firstly, I would like to thank to GOD Almighty for giving us opportunity to gain knowledge in this course through the assignment given by the lecturer. We managed to finish up this group project with great enthusiasm. Also, all the spent time wisely by doing research and discuss the ideas.

Next, I would like to thank my lecturer, Madam Wan Masnieza Wan Mustapha that always help me and my classmates in improving and giving advice to assist us to finish this assignment. She always reminds us and give guideline on how to search information about this course and how to complete the assignment successfully

Furthermore, I would like to appreciate and thank my classmates for the help to finish this assignment. Also, my family that always be the main supporter to me in finishing the assignment. This is because they understand and encourage me to do the best in what matter I do. They show their support by providing us necessary financial to make sure the assignment can be a successful project.

TABLE OF CONTENT

CONTENT	PAGE
COVER PAGE	1
ACKNOWLEDGEMENT	2
TABLE OF CONTENT	3 - 4
1.0 EXECUTIVE SUMMARY	6
2.0 PRODUCT DESCRIPTION	
2.1 Product Details	8
2.2 The Application of the Product	8
2.3 The Unique Features of the Product	9
2.4 Patent or Other Proprietary Features	9
3.0 TECHNOLOGY DESCRIPTION	11-12
4.0 MARKET ANALYSIS AND STRATEGIES	
4.1 Customers	14
4.2 Market Size and Trends	
4.2.1 Price Calculation	14
4.2.2. The 3 years of the current total market	14
4.2.3 Major factors affecting the market growth	15-16
4.3 Competition and Competitive Edges	
4.3.1 Comparison between Handy Food Dehydrator and other Competitors	16
4.3.2 Advantages and Disadvantages of Handy Food Dehydrator	16
4.4 Market Share and Sales	17
4.5 Market Strategy	
4.5.1 Overall marketing strategy	17
4.5.2 Service and Warranty Policy	18

4.5.3 Pricing	18
4.5.4 Advertising and Promotion	18
4.5.5 Distribution	18
5.0 MANAGEMENT TEAM	
5.1 Organization Team	
5.1.1 Key Management Roles in the Company	20
5.2 Key Management Personnel	
5.2.1 Career Highlights	20-21
5.2.2 Duties and Responsibilities of Management Team	21-22
5.3 Management Compensation and Ownership	22
5.4 Supporting Professional Advisors and Services	23
6.0 FINANCIAL PLAN	
6.1 Start-up Cost	25
6.2 Working Capital	25
6.2.1 Administrative Budget	26
6.2.2 Marketing Budget	27
6.2.3 Operational Budget	28
6.3 Start-up Capital and Financing	29
6.4 Cash Flow Statement	30-31
6.5 Income Statement	31-33
6.6 Balance Sheet	33-34
7.0 PROJECT MILESTONES	36
8.0 CONCLUSION	37
9.0 APPENDICES	38

This blueprint is on Premier Electronic which is a small business unit that provides services for the customer to get new electrical utility and appliances. Encik Iqbal Ali Mohd Azman is the sole owner and employee of Premier Electronic and this business is formed under sole proprietorship on 19th of May 2020. It is situated at Lot 33 Oakland Seremban 2, Jalan Haruan, Oakland Industrial Park, 70300 Seremban Negeri Sembilan which is a strategic location that has potential market in order to achieve the business's market goals.

Premier Electronic has identified three key factors that will be instrumental to its sustainability. The first factor is to ensure 100% customer satisfaction. This small business will make sure those repeat customer and customer referrals are valuable. Next, this business will also design, sell meaningful and valuable power protection products.

Premier Electronic designs and implements strict financial controls. This is very important because although Premier Electric is a small business unit, it must be a standalone entity financially and yet they have financial and accounting responsibilities to the shareholders of the main company.

Premier Electronic will offer two main products, surge arrestors and surge protectors. These products are made by a contract manufacturer and sold under the premier current brand name. Surge arrestoris a piece of equipment that is mounted on the outside of a house or business near the meter that offers protection from external electrical surges. Meanwhile, surge protector is a piece of equipment that protects individual or groups of appliances against internal electrical spikes. All Safe Currents protectors are of industrial grade.

My innovation product will be sold here which is Handy Food Dehydrator. My target market is working people or fulltime housewife which the age ranges from 25 years old and above. University students also can invest in the product especially for them who are dried foods or fruits lover.