



اَوْنِيُوْ سِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
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## **TECHNOLOGY BLUEPRINT: YUQY ELECTRIC SDN. BHD.**

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**Faculty** : Faculty of Computer and Mathematical Sciences  
**Program** : Bachelor of Science (Hons.) Mathematics  
**Program Code** : CS249  
**Course** : Entrepreneurship Technology  
**Course Code** : ENT600  
**Semester** : Part 6  
**Name** : Luqman Afiq Bin Mohd Adnan

**Submitted to:**

**Wan Masnieza Wan Mustafa**

**Submission Date:**

**16<sup>TH</sup> June 2020**

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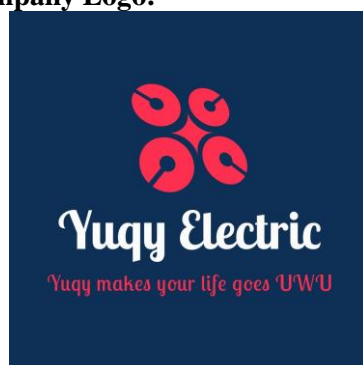
## 1. 0 EXECUTIVE SUMMARY

### 1.1. Company Background

#### 1. 1. 1. Company Profile:

Company Name	: Yuqy Electric SDN. BHD.
Shop Address	: F26, Second floor, TESCO Jalan Kota Bharu - Pengkalan Kubor, 15050 Kota Bharu, Kelantan
Website	: www.yuqy_electric.com
Telephone Number	: 09-6238122
Fax Number	: 09-6238122
Business Type	: Sole proprietorship
Main Activity	: Electronic product sales
Date Of Commencement	: 3 <sup>rd</sup> March 2020
Date Of Registration	: 11 <sup>th</sup> March 2020
Bank Account	: Maybank

#### 1. 1. 2. Company Logo:



#### 1. 1. 3. Company Vision

The vision is to be the industry expert in the electrical industry and the leading provider of delivering safety.

#### 1. 1. 4. Company Mission

The mission is to provide the best possible electrical service to our customers and we have strict quality and safety controls to make sure you are getting the best.

#### 1. 1. 5. Company Objective

1. To reduce waste generation through recovery reuse and recycling.
2. Integrate environmental considerations into the design of processes and services to avoid or minimise environmental impacts.
3. To reduce usage of electricity and gas.

#### 1. 1. 6. Business Operation

Saturday-Thursday (8.00am - 5.00pm)

### 1. 1. 7. Location

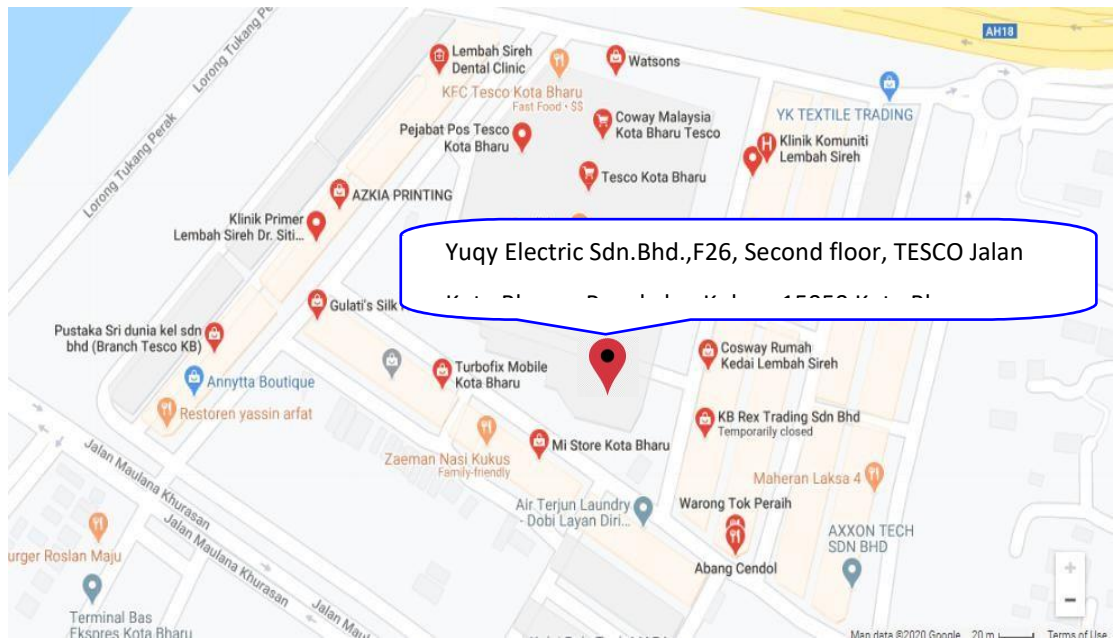


FIGURE 1.1.7: Location of Yuqy Electrical

### 1. 1. 8. The Description and Concept of The Business.

Our company produces the vacuum cleaner that we call it as Vaclower with an innovation by combining dry/wet vacuum cleaner with a blower. The design and style of our product is unique. We offer superior quality and design at affordable prices. Our products, design and finishes will continue evolving based on consumer trends and demands.

### 1. 1. 9. Target Market and Projections

Our main target market is housekeepers who are seeking for a high performance vacuum cleaner.

### 1. 1. 10. Competitive Advantages

Yuqy Electric Sdn. Bhd. competitors are Leader Electric (KB) Sdn. Bhd., ONG Electronic Sales & Services, Senheng Electric and Ban Huat Company. Their advantages are located at strategic location, well-known and their products already has brands and good quality.

### 1. 1. 11. Profitability

Yuqy Electric Sdn. Bhd can gain profit from sales of other electrical appliances other than Vaclower. Two types of marketing approaches to sell

this product will be used to promote this product to the product so that the sell of the products will increase significantly. They are online marketing and offline marketing.

Yuqy Electric Sdn. Bhd. Plans on achieving first year direct sales of RM 25,000,000 in the target market. Secondly, the company will plan to achieve a more profitable level of sales equal to or better than RM26,000, 000 in year two and RM29,000,000 in year three. Thirdly, the company plans to aggressively promote its services with higher profit margins to allow for maximized profit.

### 1. 1. 12. Management Team

