



اَوْنِبُوْ سِيْتِيْ تِيْ كُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**GOING GREEN CIRCLE
“GREENFERRIS”
WRITTEN REPORT TECHNOLOGY VENTURE BLUEPRINT**

Name : Nur Adawiyah Batrisyia Binti Mustafa
Student ID : 2017412556
Program : Science Mathematics (CS249)
Course : Technology of Entrepreneurship (ENT600)
Class : 6A
Semester : March 2020 - July 2020
Prepared for : Puan Wan Masnieza Wan Mustafa
Due date submission : 30th June 2020

Acknowledgement

Firstly, I would like to express my deepest appreciation to all those who contributed to the completion of this report. I would like to express my special thanks of gratitude to my lecturer, Puan Wan Masnieza Wan Mustafa who gave me the golden opportunity to do this wonderful Written Report Technology Venture Blueprint, which also helped me in doing a lot of research.

Finally, to my caring, loving, and supportive family, my mother, Lely Rozita Hassan, my father, Mustafa Ramli: my deepest gratitude and also my beloved friends. Your encouragement when the times got rough are much appreciated and duly noted. My heartfelt thanks.

TABLE OF CONTENTS

Contents	Page
Acknowledgement	i
1.0 Introduction	
1.1 Company Background	1
1.2 Product Concept	4
1.3 Target Market	4
1.4 Competitive Advantages	4
1.5 Profitability	5
1.6 Management Team	5
2.0 Product or Service Description	
2.1 Product Concept	6
2.2 Product Detail	6
2.3 Application of Product	7
2.4 Unique Features of Product	8
2.5 Development of Product	8-9
2.6 Opportunities for the Expansion of the Product line	9
2.7 Patent and other Proprietary Features	9
3.0 Technology Description	10-14
4.0 Market Description	
4.1 Customers	15
4.2 Market Size and Trends	15
4.3 Competition and Competitive Edges	16
4.4 Estimated Market Share and Sales	17-19
4.5 Marketing Strategy	20-21
5.0 Operational Plan	
5.1 Process Planning	22
5.2 Operation Layout	22
5.3 Production Planning	23
5.4 Material Planning	24

5.5 Machine and Equipment Planning	25
5.6 Manpower Planning	26
6.0 Management Team	
6.1 Organisation	27
6.2 Key Management Personnel	28-32
6.3 Management Compensation and Ownership	33-36
7.0 Financial Plan	
7.1 Projected Administrative, Marketing and Operations Expenditure	37-39
7.2 Projected Sales and Purchase	39
7.3 Project Implementation Cost and Source of Finance	40
7.4 Depreciation Schedules	41-42
7.5 Loan and Hire-Purchase Ammortisation Schedules	43
7.6 Cash Flows	44-45
7.7 Pro-forma Income Statement	46
7.8 Pro-forma Production Cost Statement	47
7.9 Balance Sheet	48
7.10 Financial Ratio Analysis	49
8.0 Project Milestones	50
9.0 Conclusion	51
10.0 Appendices	52-53

1.0 Executive Summary

1.1 Company Background

Name of Company:	Going Green Circle
Address:	10, Lorong Nagasari 4, Jalan Kuala Kedah, 06600 Alor Setar, Kedah Darul Aman
Website:	http://www.goinggreencircle.com
Telephone:	011-8765786
Form of Business:	Partnership
Date of Commencement:	18th March 2020
Main activity:	Solar Food Dryer