



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## TECHNOLOGY BLUEPRINT (ENT600) EasyTrack Enterprise

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# TABLE OF CONTENTS

<b>CHAPTER</b>	<b>TOPIC</b>	<b>PAGE</b>
	Title Page	i
	Acknowledgement	ii
	Table of Contents	iii
1.0	EXECUTIVE SUMMARY	1
	1.1 Company Background	2
	1.2 Target Market and Projections	3
	1.3 Competitive Advantages	3
	1.4 Profitability	4
	1.5 Management Team	4
2.0	PRODUCT OR SERVICE DESCRIPTION	5-7
3.0	TECHNOLOGY DESCRIPTION	8-9
4.0	MARKET ANALYSIS AND STRATEGIES	10
	4.1 Customers	11
	4.2 Market Size and Trends	12
	4.3 Competition and Competitive Edges	
	4.3.1 Comparison with Other Competitors	13
	4.3.2 Advantages and Disadvantages of New Product	14
	4.4 Estimated Market Share and Sales	15
	4.5 Marketing Strategy	
	4.5.1 Overall Marketing Strategy	16
	4.5.2 Pricing	16
	4.5.3 Sales Tactics	17
	4.5.4 Service and Warranty Policy	17-18
	4.5.5 Advertising and Promotion	19
	4.5.6 Distribution	19

<b>CHAPTER</b>	<b>TOPIC</b>	<b>PAGE</b>
5.0	OPERATIONAL PLAN	20-21
	5.1 Location Plan	
	5.1.1 Location	22
	5.1.2 Office Spaces	23
	5.2 Business and Operation Hours	24
	5.3 Process Planning	
	5.3.1 Process Chart	25-26
	5.3.2 Flows of Production	27
	5.4 Operation Layout	28
	5.5 Production Planning	29
	5.6 Material Planning	
	5.6.1 Materials Requirement Schedule	30
	5.6.2 Suppliers of Raw Materials	31
	5.7 Machine and Equipment Planning	31-33
	5.8 Manpower Planning	34
	5.9 Operation Budget	35
	5.10 Operation Overhead	35
	5.11 Quality, Production and Inventory Control	36-38
	5.12 Regulatory and Legal Issues	39-40
6.0	MANAGEMENT TEAM	41
	6.1 Organisation	42
	6.2 Key Management Personnel	
	6.2.1 Career Highlights	43-46
	6.2.2 Duties and Responsibilities	47-49
	6.3 Management Compensation and Ownership	50
	6.4 Supporting Professional Advisor and Services	50
7.0	FINANCIAL ESTIMATES	51
	7.1 Start-Up Cost	52-54
	7.2 Working Capital	55
	7.3 Start-up Capital and Financing	56
	7.4 Cashflow Statement	57-58
	7.5 Income Statement	59-60
	7.6 Balance Sheet	61
8.0	PROJECT MILESTONES	62-63
9.0	CONCLUSIONS	64-65
10.0	REFERENCES	66
11.0	APPENDICES	

## 1.0 Company Background

EasyTrack Enterprise is a sole proprietorship business that has been established on 1<sup>st</sup> December 2019. EasyTrack provides technology-based products for consumers. It produced smart tracker devices for public specially for those who loves to do outdoor activities. Headquarter of EasyTrack Enterprise is located at Persiaran Jubli Perak, Section 22, 40000 Shah Alam, Malaysia. It is a strategic place to run a business as the company located near to residential and industrial area. On 1<sup>st</sup> January 2020, EasyTrack start its' business. The operational hours are from Monday to Saturday from 9 a.m to 9 p.m while for Sunday, the operational hours accessible from 10 a.m to 8 p.m. and it will be closed during public holiday. Customers can purchase the products either through company's website or walk in to the store.

Name of Business	EasyTrack Enterprise
Type of Business	Sole Proprietorship
Main Activity	Produces and sells smart tracker devices
Date of Commencement	1 <sup>st</sup> January 2020
Date of Registration	1 <sup>st</sup> December 2019
Company's Registration Number	456377-M
Company and Store Address	Lot 3, Persiaran Jubli Perak, Section 22, 40000 Shah Alam, Malaysia.
Company's Website	<a href="http://www.EasyTrack.com.my">www.EasyTrack.com.my</a>