



**UNIVERSITI TEKNOLOGI MARA
FACULTY OF APPLIED SCIENCES**

BACHELOR OF SCIENCE (HONOURS) BIOLOGY

ENT 600

**BLUEPRINT REPORT
MEAMIRA SDN BHD (HYDORLILY)**

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1.0 EXECUTIVE SUMMARY

Meamira Sdn Bhd has invented a new product which is Hydorlily. Hydorlily is a water bottle that is equipped with a flash drive and pills compartment. It is known that everyday people struggle with different commitments that result in a busy life. At one point, it is hard for some people to be consistent in water intake daily and medicine routine. Water is needed for overall good health and sticking to our medication routine as prescribed is essential to ensure a healthy life. Besides for more practical use, this product is also come up with a flash drive. Thus, Hydorlily can also help professionals in their daily life. Our company will apply several marketing strategies, value chain and channel of distribution in the target market. First of all, our target market will focus on the customer in Negeri Sembilan. Since students, educator and office worker lead a busy lifestyle, they will be our target market. Hydorlily will ease and help the customer in being healthy in a practical way. Besides, Hydorlily is made of stainless steel and durable for work and even travelling. The price for this product is also affordable and in line with the quality. The target production of our company for the second year is RM 100 000.00. The management teams of our company are divided into several groups and each team are led by the employee that has responsibility to ensure our company's product quality and service.

2.0 PRODUCT DESCRIPTION

2.1 Details of the product

The product from our company, Meamira Sdn Bhd is Hydorlily. Hydorlily is a product invention from typical water bottle to a multifunctional bottle which is equipped with a flash drive, enable user to plug out the flash drive from the bottle cap. The bottle is made of stainless steel which does not leach any chemicals, resistant to rust and mold as well as stylish and trendy. The bottom parts of Hydorlily consist of special compartment to store pill supplement. This product is considered new to the market as it consist different technology and could attract wide range of customer.

2.2 The application of the product

Hydorlily is unique and different from other water bottle since it is equipped with technology. This water bottle is combined with a flash drive and special compartment for storage of medicine on the bottom part of the bottle. The medicine box is removable for cleaning and refill of pills so that customer does not have to worry about hygiene. Other than that, whenever customer needs to use a flash drive, they can use it immediately by taking it off on the bottle cap. The flash drive is also situated along with elastic bottle strap which is convenient to hold.

2.3 Unique features of product

- EQUIPPED WITH FLASH DRIVE TECHNOLOGY**

The water bottle is equipped with an embedded flash drive that placed at the bottle cap and at the same time act as a bottle holder.

- SIMPLE TO ASSEMBLE**

The pill organizer is easily removable to enable users to wash and refill the pills.

- HIGH FUNCTIONALITY**

Contrary with other typical water bottle, this product has more function as it has several features. It can stores liquid, partition for storing medicine and embedded flash drive.

- HIGH STABILITY**

This water bottle is made with tiny anchors on the bottom of the bottle so the bottle will sit evenly without rolling around.