TECHNOLOGY ENTREPRENEURSHIP

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Technology Blueprint

PRODUCT NAME: BRAILLE-IANT COOKIES

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1.0 EXECUTIVE SUMMARY

Braille-iant Cookies is the latest product from I See You. Inc which is Braille cookie packaging that makes everyone feel what type of cookie it is. The main reason of our company to produce Braille-iant Cookies is to help the visually impaired community and elderly who have vision loss around the world especially in Malaysia. Our company is the first company to introduce Braille writing on food package in Malaysia. We can see that certain people especially independent visually impaired communities are having trouble obtaining important information on products that they want to purchase. So, our focus is to ease the burden of this group of people and make shopping easier for them. Overall marketing strategy includes specific marketing philosophy and strategy of the company, the value chain and channel of distribution in the target market. Our target market will be focused on hypermarkets all over Malaysia especially major hypermarkets in the urban area where the population density is high. The first step in our marketing strategy is determining the target group. We assume that visually impaired people and elderly would be the perfect target customers as this product can make their lives easier as they can only read Braille to obtain any information. Besides that, this product is very easy to use and access. The price offered is also very affordable and reasonable for people from all background. The target production of our company for second year is RM 70 000. The management team of our company is divided into several sections and each of the section were led by experienced and professional employee to ensure our company's product quality and efficiency.

Figure 1: Company Logo

2.0 PRODUCT DESCRIPTION

2.1 Details of Product

The latest product from our company, I See You. Inc is Braille-iant Cookies. Braille-iant Cookies is a new and innovative product to the market that can appeal the public. Braille-iant Cookies is very different from any other cookie brands in the market as it has custom Braille writing on the cookie package rather than just normal writing. Braille-iant Cookies targets visually impaired community and elderly who read Braille in daily basis. This product is very convenient and has a unique design that can appeal to people of all ages and background even if they are not visually impaired. The product is easy to carry due to its small size and easy to access as it is made with zip lock to prevent accidental spillages. The materials used to make cookies with its package are high in quality and promises to give a satisfaction to customers when enjoying our product. The cookie package is made up of green paper board materials that will not harm the environment. It is also available in three different flavors which are Pandan Gula Melaka Cookies, Sweet Potato Cookies and Coconut Green Tea Cookies. These flavors are local favorites and they will definitely attract attention of local public and even foreigners.

2.2 Application of Product

The main element that makes Braile-iant Cookies different from any other cookie brands in the market is because of its application. Braille-iant Cookies is complete with Braille printed writing that enables customer especially the visually impaired people that can easily obtain the information that they need. Customers would have to just simply feel the package to identify the flavors of cookies, nutritional facts and halal status of our product. Each package is accompanied with a cookie dunking tool which makes eating cookies easier. Rather than using your hands to dip cookies in milk or any other liquid like coffee or tea, customers can easily eat the cookies without having messy fingers. The cookie dunking tool also prevents the cookies from crumbling when dunking. This can maximize the satisfaction of customers when eating our cookies.

2.3 Unique Features of Product

- **Custom Braille Writing**

  Instead of having just normal typing of words on the cookie package, Braille-iant Cookies' packages are complete with custom printed Braille writing including the Halal status of our product. This is what makes our product unique compared to other cookies in the market. Therefore, this product is very helpful especially to independent visually impaired community and elderly people who have poor vision.

- **Unique Flavor**

  Braille-iant Cookies flavors are based on local favorite such as Pandan Gula Melaka, Coconut Green Tea and Sweet Potato Cookies. Therefore, it fits perfectly to taste of Malaysians. Foreign people can also enjoy the local flavors.

- **Accessible**

  The cookies are packaged in eco-friendly zip lock bags are it is accessible especially for the visually impaired people to open it without damaging the cookies. Therefore, the zip lock bags are easy for customers at any age to enjoy the cookies easily.

- **User Friendly**

  Braille-iant Cookies is user friendly as it is very easy to access by everyone. Each cookie package is accompanied with a cookie dunking tool which makes eating cookies easier without having sticky fingers while dunking them. Not to mention, it is also fun to use.

- **Environment Friendly**

  Braille-iant Cookies packages are made using green paperboard material to reduce the usage of plastic packages. The materials used are eco-friendly and can minimize the negative impact to the environment.