



اَوْنُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA (UiTM)
KAMPUS KUALA PILAH
TECHNOLOGY BLUEPRINT

ENT600

Faculty : Applied Science
Program : Bachelor's in Science (Hons) Chemistry with Management
Program code : AS222
Course : Technology Entrepreneurship
Course code : ENT 600
Semester : 3
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Submitted date : 17th July 2020

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1.0 Executive Summary

Le Savon Sdn. Bhd. is one of the new and rising companies in Malaysia. The company is focused on building products and exceptional services needed by their customers. Le Savon is headquartered in Shah Alam, Selangor and was founded by Nayli Ulfah. Le Savon launched its first product in 2020. Since then, Le Savon has grown exponentially in terms of products and services.

Today, one of the most successful products of Le Savon is the automatic soap dispenser. It is an automatic soap dispenser which dispense a controlled amount of soap solution or any similar liquid. They function to conserve the amount of soap used and stop infectious disease transmission. The biggest and most important advantage of an automatic soap dispenser compared to a regular one is the fact that it can be used without touching it. That eliminates a contact point and means fewer bacteria and a cleaner surface for a longer time.

Overall, the marketing strategy will be included specific marketing philosophy and strategy of the company, the value chain, and the channel of distribution in the target market. Firstly, our target market will be focusing on business owners. They are people who own stores, restaurants, hotels since there are many people that used this product in public. Other than that, we will also be focusing on hospital setting, where people in healthcare facilities since the dispenser can be considered as an important disease prevention strategy in this modern era. Finally, our target customers will be in public locations, which we will focus on people who use permeated public washrooms as touchless technology has become a regular component of modern washroom facilities.

The uniqueness of this automatic soap dispenser is attributed by its touchless operation, which reduces cross-contamination, thus providing maximum hygiene. This dispensing technology-based product dispenses a measured amount of liquid soap. Thus, it escalates the efficiency of the dispenser and reduces excessive usage of soap.

The price of this product is also reasonable and affordable, which is RM 296. The management team of our company are divided into several departments and our employees have extensive experience in finance, businesses, sales, and accounting. Each of the departments were led by experienced and professional expert to ensure our company's product quality and efficiency.

2.0 Product or service description

2.1 Details of the product

The product of our company, Le Savon Sdn Bhd is an automatic dispenser soap, which is relatively new to the market in our area. Although there are many soap dispensers, this one is different and truly one of a kind as it can also be filled with all types of liquid, such as liquid soap and other similar liquids. It is convenient and can be used widely, as it targets hospitals, and other medical facilities benefit from patients, staff, and visitors reduce the number of germs and contaminants on their hands. Offices, administrative buildings, foodservice spaces, and other workplaces benefit from customers and employees with clean hands.

This automatic soap dispenser has an amazing visual appeal. It comes in metallic design and looks modern and appealing. It is designed to be mounted on the wall, leaving the countertop free for a clean and organized look. It needs to be placed at a height of 8” to 12” above the countertop to function accurately. It is very versatile and suitable for a variety of different environments such as home kitchen and bathrooms, but also offices, hotels, restaurants, and more. The design is simple and modern that makes it highly adaptable and stylish.

This automatic soap dispenser has a refillable and disposable cartridge to contain soap. It delivers a standardized dose of soap every time use which means it ensures cost saving. It is because it featured a high-efficiency pump that dispenses soap in just 0.2 seconds. It is also made up of durable material such as stainless steel as the container to cover and protect the insides of the dispenser. It can last for a long time without breaking and can withstand occasional mishaps. Thus, this automatic dispenser soap would help the user in eliminating a common contact point where germs can be transferred, and the most important thing is improving their function much better.

2.2 Application of product

Automatic soap dispenser is a touchless dispenser that is function to conserve the amount of soap used and stem infectious disease transmission. When washing hands, the user's hands are placed under the nozzle and sensor. When hands are placed in the proximity of the sensor, the infrared energy quickly fluctuates. This fluctuation will further activate the pump that dispenses the designated amount of soap from the nozzle.

2.3 Unique features of product

- Control of the dispensing volume and no messy spills.

The soap dispenser has a very accurate and quick soap dispersion, and a silicon valve. It can control the dispensing volume and it also can eliminate those messy drips that get harder to clean once they dry. The soap dispensing takes 0.2 seconds, while the silicon valve seals the soap inside the dispenser. It cuts off the soap completely after pumping and prevents dripping.

- Easy to clean

A useful touchless soap dispenser needs to be rust-proof and easy to clean, only with a damp cloth. This product is also durable, as it does not require high maintenance. The rust-proof dispenser also looks good in a public place and has a friendly design. This dispenser that can be quickly cleaned is useful especially in large bathrooms with continuous usage.

- Motion sensor technology.

Infra-red sensor detects when there are hands under the soap dispenser and automatically pumps the perfect amount of soap. This provides sanitary and a touch-free operation. save the battery lifespan of the soap dispensers, while providing the product with smart usage. The product is also waterproof, so it protects the circuit board from getting corroded over time. These sensors make the soap dispensers to run longer on a single battery charge.

- High capacity batteries

These dispensers have high capacity batteries, together with high protection from germs and bacteria. The batteries are rechargeable and long lasting. The batteries are estimated to last up for 90,000 cycles or 1 year before it can be changed. This product is fit for daily and heavy usage.