



اوتورستيتي تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT 600  
TECHNOLOGY ENTREPRENEURSHIP  
BLUEPRINT

FACULTY : APPLIED SCIENCE  
PROGRAM : BACHELOR (HONS) IN CHEMISTRY  
PROGRAM CODE : AS202  
COURSE : TECHNOLOGY ENTREPRENEURSHIP  
COURSE CODE : ENT 600  
SEMESTER : 6  
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## **Executive Summary**

Our company has a new product to introduce to consumers which is the smart waste bin named Trash E-Gone. Our company is targeting to supply a high technology waste bin when there is no suitable method to manage the waste disposal activities. Apart from that, a foul smell from the rotten wastes that remain untreated for a long time may cause disturbance to the surroundings and lead to long-term problems. Trash E-Gone is a specialized waste bin that are environmental-friendly. The technologies invented such as to produce waste bin with a solar powered attached on the lid as solar power will generate light energy received from the sun to minimize the waste in the waste bin by decomposing the waste to 50% lesser. Trash E-Gone are also consist of a compressor in order to squash or compress the solid waste that tend to maximized the space in the bins. Moreover, Trash E-Gone are covered with activated carbon fillers to eliminate or reduce the stinky smell and the presence of automatic disinfectants spray to eliminate microbial pathogens. The overall marketing strategy will be included in specific marketing philosophy and strategy of the company. Firstly, our target market would be trading company in Malaysia especially within Selangor area. The next target customers are individual customers or direct buyer specifically lived in Kota Damansara, Petaling Jaya areas or within Selangor. The objective of this products is to promote the trend of environmental-friendly product to preserve our environment. It comprises varieties of goods and services, which engaged the surrounding area with minimum or no harm to the environment. In the other words, eco-friendly product gives a positive impact to our environment and future generation.

## 1.0 Company Background

### 1.1 About Company

The name of our company is Trash E-Gone. We are based in Petaling Jaya, Selangor. Our goal is to provide service that is outstanding in every regard, making every effort to serve you promptly and efficiently. Trash E-Gone offer the unique ability to take care of your solid waste product needs with just one phone call. Our company is environmental-friendly and offers its services in a very professional manner.

The high technology waste bin namely Trash E-Gone indicates our product line. We choose green and yellow as the main colour of our logo to present our love to greenery scenes and healthy environment.

### 1.2 Logo of Company



**Figure 1** Company logo

### 1.3 Vision and Mission of Company

#### 1.3.1 Vision

- Cleaner local environments, better living conditions, healthier communities, and sustainable business models.