



اَوْنِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**TECHNOLOGY BLUEPRINT REPORT : MULTI – FUNCTION
UMBRELLA**

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TABLE OF CONTENTS

Contents	Page Number
1.0 EXECUTIVE SUMMARY	3
2.0 PRODUCT AND SERVICE DESCRIPTION	4-7
3.0 TECHNOLOGY DESCRIPTION	8
4.0 MARKET ANALYSIS AND STRATEGIES	8-15
5.0 MANAGEMENT TEAM	15-18
6.0 FINANCIAL PLANNING	19
7.0 CONCLUSIONS	20

1.0 EXECUTIVE SUMMARY

Our product brand, Multi-purpose umbrella is actually a local product brand, specializing and participating in delivering a new approach of technology of the umbrella for the consumers. This product was established, to deliver a new products which adopts the principle of sustainability at which we try to offer an alternative of technology. This kind of umbrella will allow the consumers to continue living their lives, but with easier way when they go outside.

This product will focus on few types of target markets, gathered together as our possible customers. We are aiming to serve the customers in Malaysia, by least. Focusing primarily on demographic, psychographic and also geographic aspects, the target market is expected to form a vast group of 50, 000 customers within the first annum of business.

Despite our fresh establishment and minor size compared to other dominator of industry like Xiaomi, we are able to thrive through the obstacles by owning few competitive advantages. The advantages includes provide with wind resistance technology, improvise with glow in the dark technology, automatically open and close button, water resistance, UV and IR resistance, provide with disposable plastic bag at the umbrella holder and durable and rustless.

All teams will work together, where at this particular phase the team will focus more on marketing and operation. Yet, this does not mean the other departments are not being focused into. This is because, at earlier stage of products manufacturing, more efforts will be performed on advertising, the products for promotional purposes (marketing) and development of that particular product with approach that can minimize cost and maximize profit (operation).

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Differences between Normal umbrella and Multi-function umbrella.



<p>Normal umbrella</p> 	<ul style="list-style-type: none"> - No wind resistance technology - No glow in the dark technology. - Manual open and close - When close, it cannot put inside the bag because it is not fold.
<p>Multi-function umbrella</p> 	<ul style="list-style-type: none"> - Provide with wind resistance technology. - Improve with glow in the dark technology. - Automatically open and close button. - Water resistance, UV and IR resistance. - Provide with disposable plastic bag at the umbrella holder. - Durable and rustless.

Table 2.1 The differences of normal umbrella and Multi-function umbrella

The holder and the shaft of the umbrella is made up from the materials that is heat resistance and electric insulator. The holder of the multi-function umbrella is made up of plastic that not absorb heat during hot and sunny weather. Shaft, stretcher and ribs of the umbrella not conduct electricity because it is high risk to the person who use in rain and thunder weather. It is also durable and rustless.

An umbrella that is sold in current market sometimes not wind resistance because when it is used during rain and windy weather, the umbrella is not resistance to it. This multi-function umbrella is provided with wind resistance technology. It is also improvise with glow in the dark technology because when people walk in the rain, people eyesight will become unclear. The automatically open and close button that is place at the umbrella holder make it easier to open and close especially when people want to close the umbrella when they enter their car in raining.

This umbrella also complete with disposable plastic bag that build in inside the umbrella holder. This disposable plastic bag is used to put the wet umbrella so that the rain water will not drop everywhere. Multi-function umbrella will be produce and the quality will be tested in other factory from other company. 70 units of multi-function umbrella will be produce a day. Duration to manufacture a unit of multi-function umbrella is about 20 minutes. However, it takes 5 minutes to test the quality of one unit of umbrella. The product cost for one unit is RM 22.50 and the production cost is RM 6.00 a unit.

The refill disposable plastic bag (2 unit a pack) can be used to put in wet umbrella. Disposable plastic bag also will be produce and the quality will be tested in other factory from other company. 500 units of disposable plastic bag will be produce a day. Duration to manufacture a unit of disposable plastic bag is about 2 minutes. The product cost for one unit is RM 1.50 and the production cost is RM 0.50 a unit.