



ENT 600 TECHNOLOGY ENTREPRENEURSHIP

TECHNOLOGY BLUEPRINT

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TABLE OF CONTENTS

	Page
TABLE OF CONTENTS	i
CHAPTER 1 INTRODUCTION	1
1.1 Introduction	1
1.2 Problem statement	2
1.3 Objectives	3
CHAPTER 2 PRODUCT DESCRIPTION	5
2.1 Overview of product prototype	5
2.2 Product Description	6
2.3 Product Design and Features	9
CHAPTER 3 TECHNOLOGY DESCRIPTION	12
3.1 The DotDitty Bag	12
3.2 The Multipurpose Toothbrush	12
3.3 The 2in1 Bottle Pump	13
CHAPTER 4 MARKET ANALYSIS AND STRATEGIES	15
4.1 Customer	15
4.2 Market Size and Trends	15
4.2.1 3 Years of the Current Total Market	16
4.3 Competition and Competitive Edges	17
4.4 Estimated Market Share and Sales	18
4.4.1 Market share before The DotDitty Sdn Bhd enter the market	18
4.4.2 Market Share after three months DotDitty Sdn. Bhd. enter the market	19
4.5 Marketing Strategy	19
4.5.1 Product	19
4.5.2 Price	20
4.5.3 Sales Tactic	20
4.5.4 Advertising and promotion	21
4.5.5 Distribution	21
CHAPTER 5 MANAGEMENT TEAM	22
5.1 Organization	22
5.1.1 Key Management Roles in Company	22
5.1.2 Organizational Structure	22
5.2 Key Management Personnel	23
5.2.1 Career Highlights	23
5.2.2 Duties and Responsibilities	25
5.3 Management Compensation and Ownership	27
5.4 Supporting Professional Advisors and Services	27
CHAPTER 6 CONCLUSION	28

CHAPTER 1

INTRODUCTION

1.1 Introduction



Figure 1.1 The logo of the company

The name of the company is The DotDitty Sdn. Bhd. which the name is also dedicated to the attractive polkadot design for our ditty bags. The goal of our company is to offer and give the best solutions to the consumers in Malaysia. Nowadays, Malaysian tend to search for products with new technology that are easy and very convenient to use. The main product in this company is a ditty bag named The DotDitty Bag that comes out with a set of the multipurpose toothbrush that contain a toothpaste and 2in1 bottle pump. Our main target is travellers since the load of luggage or backpack is their main concern so, we solve the problems by making it easier for them to bring the toiletries set anywhere without any unwanted problems.

The vision of our company is to be the gold standard of a globally successful business with a heart that will embolden business to better serve society and the mission is to offer all travellers at all range of the age and gender the best set of toiletries in terms of

quality and safety. In order to achieve our vision and mission, we have made long term planning to maintain our brand and products in this industry. As time goes by, we will produce more products as the demand from the customers and improve the technology of the products.

1.2 Problem statement

Everyone must loves traveling whether it is in domestic or international or only for a business trip or a vacation. When someone is travelling, it does not matter on how they are travelling for example either by a car, bus, train or even a plane but the first thing they will consider must be a lightweight luggage or backpack which makes the trip will become less burden or easier for them. Hence, more fun to travel without a problem. A traveller who is especially a backpacker always finds it hard to bring a lot of stuffs with them. This is because, they always want to go minimalist as much as they could. Most of the backpackers always limit their clothes and reduce or eliminate unnecessary things behind as when they are travelling, they want to carry as little as possible.

When someone is going somewhere for a business trip or a vacation, a toothbrush that attached with a toothpaste is some new thing that is easy for them to bring just anywhere because just think people could avoid when we do not have to buy all the mini toothpaste tube once or twice just for travel which then will throw away. By having a toothpaste inside a toothbrush which it is attached to the handle of toothbrush, allow filling a present innovation with no or minimal wasted toothpaste. Besides, consumers also can safe their money since they have to pay for only a price that is reasonable instead paying for both toothpaste and brush separately.

Some travellers also have a problem with bringing few bottles for their liquid toiletries. It is always a burden to anyone especially on a female traveller these days. After all, repackaging the liquid toiletries in a travel-sized bottle which is also a multipurpose is the best idea. The multipurpose 2in1 bottle can fill in both body and hair shampoo which could save the space and weight when you are going somewhere. Hence, The DotDitty bag is very useful to anyone which is not specific to any range of age. The toiletries such as toothbrush and toothpaste that attached to each other and a travel-sized 2in1 bottle of body/hair shampoo are always in the ditty bag is the best idea to bring for a travel or vacation.

1.3 Objectives

Travelling around the world is the best medicine for everyone not only because it is fun and exciting, but it is also good for someone's physical, mental and emotional health as well. A traveller is very concern about everything before going somewhere in order to prevent them for having problems while travelling. Many travellers especially backpackers keep saying that they need to only pack necessary things that could fit into a backpack or luggage with a minimum space. With economic development and technological evolution around the world, our company comes out with the new ideas.

The DotDitty bag is a product for toiletries packaging that contains a multipurpose toothbrush and 2in1 travel-sized bottle. This product can be used by any consumers and it is most suitable for a traveller as it has a lot of demands from them since it is easier to bring anywhere without any burden. The multipurpose toothbrush is a brush that is attached with a toothpaste including a cap for the brush as to ensure it to stay clean. The toothpaste will be out to the bristles of brush by just pressing a push button on the