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TECHNOLOGY ENTREPRENEURSHIP

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BLUEPRINT REPORT: HOUSE MAGIC BOX

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TABLE OF CONTENTS

CHAPTER 1	
INTRODUCTION	1
1.0 Objective of the product	1
1.1 The Business Problems	2
CHAPTER 2	
SWOT ANALYSIS	4
CHAPTER 3	
DESIGNATION OF PRODUCT	5
3.0 PRODUCT DESCRIPTION	5
3.1 PRODUCT AESTHETIC'S VALUE	7
CHAPTER 4	
TECHNOLOGY DESCRIPTION	8
CHAPTER 5	
MARKET ANALYSIS AND STRATEGIES	12
5.0 Market Share	12
5.1 The 3 Years of the Current Total Market	13
CHAPTER 6	
MARKETING STRATEGIES	14
6.1 Product strategies	14
6.2 Distribution strategy	15
6.3 Promotion Strategy	15
6.4 Marketing Budget	17
6.5 Competition and Competitive Edges	18
CHAPTER 7	
MANAGEMENT TEAM	19
7.1 Organizations	19
7.2 Duties and Responsibilities	20
7.3 Management Compensation and Ownership	22
CHAPTER 8	
CONCLUSION	24

CHAPTER 1

INTRODUCTION

1.0 Objective of the product

Nowadays, a lot of new products such as stationeries and cosmetics are incoming in new trends and they comes with different perspectives, uniqueness and functions. In fact, some of them comes in different sizes with different attractiveness. However, these sorts of stuff needs to be place in a well-managed compartments or in a safety place so that it can be reach easily when the owners need to use them. Our company provides you with many varieties of storage box, the name given 'House Magic Box' with multiple functions and also it comes with different sizes.

Our current competitors in market now are producing the products that being painted with chemicals that might bring harmful to human health. Most paints have some level of VOCs. VOCs are released into the air as gases from solids or liquids that contain organic chemicals, such as paints and varnishes. VOCs comprises of toluene, xylene, acetone, formaldehyde and benzene. Contrary to our product, none of them have harmful chemicals that involves. The colors are comes from the materials itself so there are no additional paint that we use to make our products looks more attractive.

We believe that many of us have the sense of nature-loving or 'save the earth' thing in ourselves. To be clarify, our company practices good sustainability to each of our product and all are free from pollution that might pollute the environment. Our 'House Magic Box' will not interact with the chemicals that being kept in it and the prolong of those stationeries, cosmetics products and other items can be kept last longer.

In addition, our products are comes with light weight and are portable. Therefore, there are easy to be carry everywhere. We tend to create the product portable so that the owners can bring it along with them even during vacation.

On top of that, our products comes with other function and gives benefit during emergency. Each drawer consists of led lamp that light out when we switch on. In case if you facing any emergency accident by the roadside, particularly at night, you can use this 'House Magic Box' to light up the darkness so that others drivers can see you.

1.1 The Business Problems

Our product, 'House Magic Box' is never exist in the market. We tend to market the product as we see that it can brings higher potential in terms of widen the brand of our company as it comes with multiple functions. It brings many benefits to customers not only it do help by keeping the cosmetics staff or stationeries safety and undamaged, but it also brings a good side when it comes to emergency case. It helps a lot in emergency situation especially because its uniqueness of the design might arouse the interest of other people to see it. In addition, 'House Magic Box' can act as a sleep lamp for those who afraid to sleep in the dark, the led lamp attached inside the product can be control for its brightness until it satisfy the comfy of the customers to sleep with certain amount of light. Our product acts with different function that other stationery box never have. We tend to solve customers' problems by making them easy to cope with such problems.

On top of that, when it comes to the production, many circumstances might occur during the completion of the product. First and foremost, the problem that might occur during the production is the inefficiency of workers that involves in the operation department. Our products requires workers with creative skill in terms of decoration and also workers that are strict in perfection also in detailing manner. The mistake that occur during the production would affect the entire production of the product and it has to start again from the beginning.

Secondly, the time required in order to finish up the product can be longer because there is no involvement of technology machine that could help in making the product. Our company use tools such as scissor, knives, steel ruler, silicone glue and puncher in making of the product.

Thirdly, financial problem arises during the start up of our company because we provide training for the workers that involves in operation department. All the workers need to be train first before they can start their first job especially those that are not familiar with creativity and construction of goods.

Fourthly, the problem that occurs is the high demanding of our product at the market. This is because the average production of our product for one day is around 20 only. Moreover, the process required for the completion of the product takes around 8 to 9 hours including the detailing

as well as decoration of the product. So when our product has reach to higher demand at the market, we have to invest more to widen out our business or adding some branches.

Fifthly, the problem that occurs is the supplies of raw materials from the factory. Sometimes, the raw materials such as cardboard especially, consists some defect and the other times the cardboard that the factory supply might not be rigid as our company use in production process. Due to this problem, we have to return back the materials that does not meet the requirement of our company to the factory and this lead to the dragging of time and delay of the operation department.

Sixthly, the problem that we face is with the advertisement company who deals in managing our company website. They might over look our latest update to them in terms of the new designation of our product. As a result, the website does not up to date in accordance to our demand and customers might think that our company has reach to the limit of slow business operation since there are no new designation being update and that the human resources has to discuss again with the advertisement team so as to make sure our company website is always update and also is always upgrade just like the other online seller website company.