



اَوْنِيْزِيسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ مِيْاْرَا
UNIVERSITI
TEKNOLOGI
MARA

**UITM CAWANGAN NEGERI SEMBILAN KAMPUS
KUALA PILAH**

ENT600

TECHNOLOGY ENTREPRENEURSHIP

BLUEPRINT REPORT

LECTURER'S NAME

DR. RAJA MAYANG DELIMA BINTI MOHD BETA

NAME	NUR AMIRA BINTI AMINUDDIN
STUDENT ID	2017308259
GROUP	AS2015B1

TABLE OF CONTENT

CONTENT	PAGE
1.0 EXECUTIVE SUMMARY	1
1.1 Problem Statement	1
1.2 Objectives	2
2.0 PRODUCT DESCRIPTION	4
2.1 Features	4
2.2 Uniqueness Design	6
2.3 Aesthetic Value	8
3.0 TECHNOLOGY DESCRIPTION	10
4.0 MARKET ANALYSIS AND STRATEGIES	13
4.1 Target Market	13
4.2 Market Size and Trends	14
4.2.1 The 3 Years of the Current Total Market	15
4.3 Competition and Competitive Edges	17
4.4 Estimated Market Share and Sales	18
4.5 Marketing Strategy	20
4.5.1 Product Strategies	21
4.5.2 Place and Distribution Strategies	22
4.5.3 Promotion Strategies	23
4.6 Marketing Budget	24
5.0 MANAGEMENT TEAM	25
5.1 Organisation	25
5.2 Key Management Personnel	26
5.3 Management Compensation and Ownership	30
5.4 Supporting Professional Advisors and Services	31

1.0 EXECUTIVE SUMMARY

1.1 Problem Statement

The problem statement is important to be listed and analysed. This is because this process let us aware and identifies the weakness of the current product. Therefore, the new product development can be planned and formed by thinking the best method to improve the current product becoming the preferable and greater product.

The current product has the same functions with the other similar products from different production or company. The demand of the product can be assume as high because this product likely to be convenience and suitable for everyone despite of their ages. However, by having the similar product with the others can cause the demand for the certain company is lower since there are many competitors.

Besides, the current products usually have the limited space. This problem is common since the current study table is created to be small to able it can be handled easily without much effort. The consumer uses the study table to do their tasks and work where the might be place their stuffs such as laptop, books, stationary and paper on it. Therefore, by having limited space causes the consumer unable to place their stuffs at the floor instead of on the table.

Next, the current product is lacking at the implementation of the technology. Nowadays, the technology is necessary to help the people by making the tasks more convenience and easier. Without the technology, they will require to do the task manually which it can take some times and causes any problem or mistake. Thus, the error that has been made can cause the consumer to be in trouble especially if the error is massive. For instance, the consumer needs to make a calculation and there is no calculator is available at that moment in which leads him to do the calculation manually by using paper and pen.

Lastly, not all the current product is long-lasting. Some of the current products are made from the wood and some of them are from plastic. The one that made from the wood obviously will require trees to produce it. Therefore, the higher demand of the wooden study table will cause illegal deforestation and environmental destruction that can lead to the occurrence of natural disaster. Meanwhile, the one that made from the plastic mostly is not durable and break easily.

1.2 Objectives

From the analysis of the weaknesses that had been shown by the current product, there are some improvements have been implemented to it. These improvements implementation lead me to produce Smart Tech Study Table.

The Smart Tech Study Table is developed multifunctional in one product. By having smart study table, the user can do their tasks comfortably since the product consist essential features that might be needed by them. For example, scientific calculator, digital clock, whiteboard, extension table, drawer, flexible top surface and cup holder. With these features and design, the customer will be attracted to buy it and satisfy with the provided features. For example, the consumer does not need to buy the stationary holder and placed it on the table anymore.

Besides, the table extension is added to increase the surface area of the table. The extension is very convenience for the consumer since there is an extra space can be used by the consumer. Thus, the consumer can do their task comfortably and properly. This extension is optional and flexible whether the consumer want to use it at the certain moment or not where it can be folded and stored when the consumer does no need to use it.

Furthermore, the usage of the good materials for the table can increase the quality of the product. The product with good quality usually becomes the customer's choice. This Smart Tech Study table uses high quality

plastic material as the main material, following with whiteboard next to the flexible flat surfaces. These materials are waterproof and robust with high durability. The bottom of the each table's stand will prevent the table from slipping and moving accidentally. Good product quality can give the good impression towards the user. In which the customers will be assured and satisfied with the product they paid for. As the result, the light used materials for the product enable the consumer to carry the product easily.

Lastly, the whiteboard, scientific calculator and digital clock are the most unique features in my product. The whiteboard is added because this can be an alternative to reduce the usage of the paper while taking the notes or sketching. Thus, this alternative can reduce the logging of the forest and the trees can be protected and conserved. While the scientific calculator and digital clock can assist the consumer either to help during the calculation or to set the timing. Sometimes, me as a student does not remember where I placed my calculator and end up stop doing my work by having the thought I will do it later. The digital clock is useful especially when we are doing the tasks by reminding us to take a break either to eat or prayer and also to aware us the timing when we are doing some tests or practices by ourselves.