



اَوْنِيُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BLUEPRINT REPORT: HOME DISPENSER

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1.0 EXECUTIVE SUMMARY

Nowadays, many people welcome the chance to make their daily life more convenient and one's life a little easier. Cat owners are no exception. Pet foods and supplies have always presented as crucial challenges for both storage and food. Home Dispenser is a food dispenser that have many features and functions that are useful for the pet owner, senior citizen, and public people who have a pet. This product basically focusing on the way how the pet owner can give food to their pet during their absence at home.

For the food dispenser, it is completed with a transparent container or bottle. We use the transparent one because this will easier the pet owner to watch the level of food left. The food dispenser also have a tunnel inside it, so that it can flow the food directly to the bowl. On the right side of the food dispenser, a 'button-like' push down that can flow the amount of food needed.

Next, the place for pet to sleep. This place is located above the place the pet play. For this bed, we use a cosy cushion to makes as a bed sheet. Lastly, the place for the pet to play. We used 100 percent boxes, folded them until become compact, and circle it using a guni rope. A guni rope was the strongest rope among all of the rope such as raffia rope and so on. This rope was used as a place for the pet to scratching.

2.0 PROBLEM STATEMENT AND OBJECTIVE

Problem Statement

We identified a few problems in conducting the business that lead to the less efficiency of the company. The first problem that we encounter is the attitude of the people nowadays that very busy to their business. They are busy until they do not have time to feed their animals a food in a specific time.

The second problem that we had identified is this product really difficult to find in local area. So that, the pet owner will buy the same product from the overseas. Buying product from the overseas need a long time to arrive so that it can only waste the time.

Thirdly, the main problem that can be identified is the insufficient raw materials. The raw materials needed to make this product successful is boxes. This is because, box is the main source to complete this product. If there is insufficient boxes, we cannot reached the demand of the customer. Thus, lead to lost in the business.

The fourth problem that identified is location. It is not easy to find a strategic area since the product is produced at inland area. Apart from that, the location also further away from the supplier area that makes the raw materials difficult to be supplied.

The last problem that we need to face is lack of manpower. This product needs a lot of qualified and appropriate skills workers to make this product successful. The product also being produced at a limited workplace that makes the workers uncomfortable during producing the product.

Objective

Many people in our country would like to pet an animal such as cat, dog, and fish. Most of this animals are indoor type animals. So that, people in our country need to find a shelter for them to stay. But, some of the peoples nowadays more focusing to lend their money to buy an expensive house for their pets. Thus, we already organized a product that named as House Dispenser. This product is the combination of food dispenser and a pet's house that includes with bed and a place to play. With this product, your animals will be more secure because they will tend to play just inside the house. This product also contain a food dispenser that limiting the quantity of food that need to be consumed and it also have a bed that your pet can leaned on.

Besides, the elements used to make this product is recyclable infinitely and easy to produce from its raw materials. The element used for this product are boxes. From this, the 3R concept that are reduce, reuse, and recycled can be implemented in making this product. The 3R concept is very important because from that we can conserve natural resources, landfill spaces and energy. We can also reduce air pollution. Thus, contribute to a healthier planet. There is some actions can be taken to make this 3R concept successful. There are buying eco-friendly products or products that are made up from recycled materials, using recycled paper for printing or making handicraft and inventing new ways to recreate different items. So that, 100% of our product using a recycled item, which is box.

Other than that, most of the same type of this product are sold at a higher price and they just only have one compartment whether a placed to sleep or for food dispenser. This shows that it is most affordable if buying with us because this product have basically three compartments that includes place to sleep, place to play, and food dispenser. Its market price is only RM50.00 that includes all of this compartments, which is affordable for everyone especially the pet's owner. For the nursery that taking care a lot of animals can get 50% off if they buy more than 10 of this product.

Our competitors basically online shop such as Lazada and Shopee, retailer, and other seller at the same location. However, we already collaborated with some influencers that can promoting our product in their social media. We also created our own website to sell this product and some of advertisement about or products have been advertised on each platform of social media since it is widely used by each level of generation. Our aim is to makes our own country to support our local product instead buying them from overseas.