



ENT600

TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT

BLING TRACKER

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1.0 EXECUTIVE SUMMARY

1.1 Description of Business and Product Concepts

SurgeKey is a business company that focusing on the production of key chain that bring benefit and easy the user. SurgeKey is based at Seberang Jaya, Penang. This business has invented a new product named Bling Tracker for the society in fulfilling their demand and solve their problems in finding their lost belongings. Bling Tracker is developed for the consumers to be installed at their belongings such as keys. Besides that, the app can be found on Play Store for Android and App Store for IOS. Bluetooth are required to connect the app and tracker. When the consumer activate the app, the tracker will produce a loud sound so the consumer can find the keys faster. Hence, I am using an attractive key chain to attract people for buying it and make their keys more beautiful. So besides the consumer can find the keys easier, it makes their keys look great.

1.2 The Target Market and Projections

The usage of key chain is broad and wide, thus, the target market is not bounded. It is about the community, regardless of any age and status because anyone could have possibly used a key chain for at least once in their lifetime or would probably use it someday in the future.

1.3 The Competitive Advantages

In doing a business, there are many companies that can be the potential competitors. Therefore, I need to be more creative and different in order to survive. For Bling Tracker, I found 4 potential competitors. Hence, the advantage of the product is made to be light-weight and easily to be use. When the consumer activate the app, the tracker will produce a loud sound. The uniqueness of Bling Tracker is the sound of tracker also can be selected. For the tracker, the battery are provided. Furthermore, the product have a special feature such as retroreflective stripe on the key chain to improve the visibility in low-lights surroundings and at night that will surprise the consumers. Adding the GPS is a good alternative to help the customers to know where exactly the location of their belongings.

1.4 The Profitability

Profitability is the ability of a businessman to earn profit. Regardless the features, the price of the Bling Tracker are reasonable and affordable. The company believe in providing a product that ease the customers' business while incorporating own value in it as a sustainable business. I managed to build the company from the bottom until it generates profit in the first 3 years of sale projection. I am very confident in financial capability to further increase sales profit.

1.5 The Management Team

The management of company consists of few sections which are general, production, marketing, as well as accounting and finance that are occupied by experienced employee in order to keep the business run and ensure the productivity. Each of them will be taking hands-on management roles in the company.

2.0 DESCRIPTION OF PRODUCT

2.1 The details of the product to be produced

In the age of emerging technologies, there are various technologies being developed. My company has explored some of the problems faced by a few users, where they have problems in finding their lost belongings such as keys. So, my company came up with an idea to create a product that solves the problems that consumers face by producing a product which is key chain tracker named Bling Tracker.

Bling Tracker is a product technology that has been simplified, small and is easy to carry anywhere at any time. It is also can be easily use by the users since people nowadays are used to technology. Users just have to download the app on Play Store for Android and App Store for IOS. Bluetooth are required to connect the app and tracker. When the consumer activate the app, the tracker will produce a loud sound so the consumer can find the keys faster.

Based on figure below, Bling Tracker has the standard size of basic key chain which is 1.65cm x 1.65cm. Then, new features such as vibrator, sound alert, retroreflective stripe are also added in Bling Tracker. Other than that, I am using an attractive key chain to attract people for buying it and make their keys more beautiful. The aim of providing this key chain tracker is to give a solution to the users who always loose the belongings.