



اَوْنِوَرَسِيَّتِي تَيْكُونُ لَوِي كِي مَارَا  
UNIVERSITI  
TEKNOLOGI MARA  
MALAYSIA

# TECHNOLOGY BLUEPRINT

## HELLO MEOW CAT SHOP

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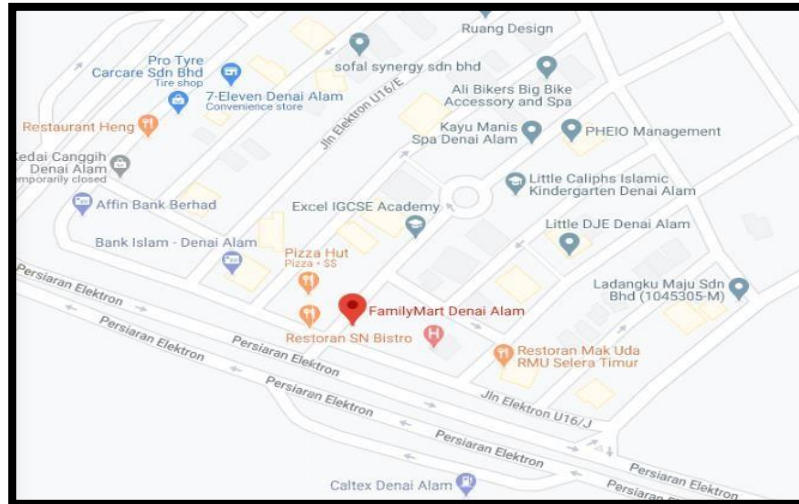
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# INTRODUCTION

## COMPANY BACKGROUND

- **Location** (Beside FamilyMart Denai Alam)



- **Company Logo**



<b>Name of the company</b>	<b>: HELLO MEOW CAT SHOP</b>
<b>Nature of business</b>	: Enterprise
<b>Industry profile</b>	: Pet Shop Industry
<b>Address</b>	: No. 16-1, Jalan Elektronik J U16/J Seksyen U16, Denai Alam, 40160 Shah Alam, Selangor
<b>Telephone/ Fax</b>	: 03-78473905
<b>Email</b>	: hellomeow@gmail.com
<b>Main activities</b>	: Service and Sell

## - **Company Mission**

The mission of the company is “To provide a complete package of products and services for every cat owner by offering the cat owners the best option of getting access to products that are organic treats which are free from any kind of preservatives, dyes, added sugar, sodium or fillers for example, 100% preservative free treats along with cat grooming services. All products will be developed with materials that are socially and environmentally friendly and the work environment will be conducive, rewarding and compatible with the requirements of the employees.”

## - **Company Goals**

The goals and objectives allow an organization to monitor its performance and ensure that it is well-aware of the targets that need to be achieved each year for successful performance in the market. The goals of the Hello Meow Cat Shop are as follows:

- ★ To become the leader in the organic food market of pets and achieve the market share of 10% by the end of year 2020.
- ★ To enhance the design and development of functional, beautiful and innovative products those are environmental and social friendly.
- ★ To achieve sales growth of 10% by the end of first three years of operations.
- ★ To open up new stores in two other cities in nearby states such as Klang and Kuala Selangor in year 2021 and 2022 respectively.

## **EXECUTIVE SUMMARY**

### **HELLO MEOW**

#### **ENTERPRISE**

- Brief description of the business and products concept

Every cat lover and cat owner has a desire to give his or her pets the best life possible. I for one know that I am supremely guilty of pampering all of my cats to the extreme- however; many people are beginning to wonder how they can still do that when their wallet is not as full as it used to be. Thus, the solution is by introducing our company Hello Meow Cat Shop to them.

Our company's name Hello Meow Cat Shop. We are choosing this name because it is sound friendly and welcomed the cat also the cat owner to get our products and services. We bring this concept to show to people that we are giving and providing the new products and service to usage in pet shop industry.

Hello Meow Cat Shop is the company will be the best store for the cat lovers as it will be offering unique and premium quality pet food and supplies along with superb quality of cat grooming services at reasonable prices. There is a need for a store that offers healthy and nutritious products for the cats so that they can have a healthy and well-balanced diet. The Malaysia Pet Store Industry is in the growth stage and the number of homes that have more than one cat. The cats owners are now treating their cats as family members and taking extensive care so that their pet remains fit and proper.

Portable cat litter box has its own benefits because it can reduce many problems especially when the owner and the cat want to travel together. This also can be washable and use many times that can save cost which it is very compact to be store either in travel bag's pocket.

We are confident that our company's products and services are being marketed to attract the public and thus provide a double benefit to the company because there is always something for everyone need.