



اُتِمُّوا رِسَالَتِي قَدْ تَجَدَّدْتُ لَكُمْ مَنَابِرًا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **COCOPEELER BLUEPRINT**

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 Description of product and product concept.**

The invention of the coconut peeling tool with a double blade and providing adjusted measurement function as it easy to measure coconut size and this tool also can be carried anywhere and suitable to all occasions due to the small size of the tool. It can save electricity because of this tool only manual use. It also invention in the material of product from wood and aluminum, which is more durability and can apply high pressure and stress. A material of the coconut peeling tool has wood at the holder part and aluminum for the body part.

### **1.2 Target market and projection**

This Cocopeeler tool with a double blade especially invented for a small company such as serondeng companies and this tool will help in company production. Other than that, this tool also suitable to be used at home especially for housewives to peeling coconut to make dessert for their family and occasion.

### **1.3 The competitive advantages**

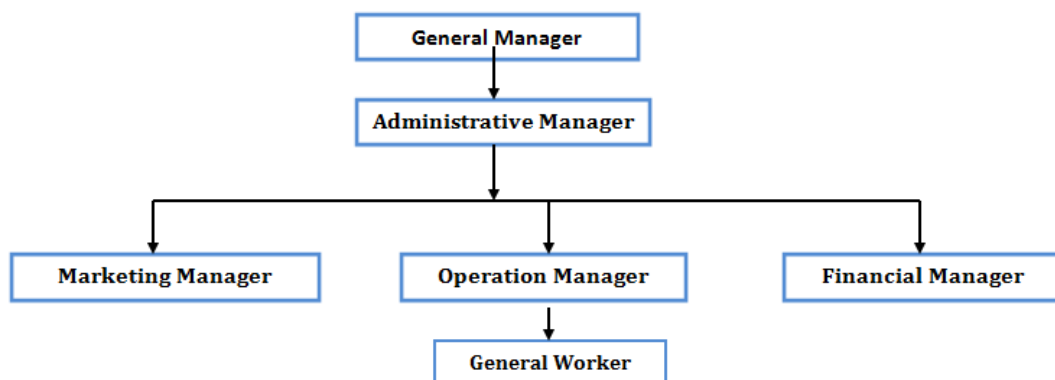
Cocopeeler tool comes out with an invention where the concept is adopted from other existing products. However, this tool has its specialty where cocopeeler has a double blade comparing with the previous product that has only one blade. Not the leave behind, it also has adjustment function due to the different sizes of every coconut shell. In terms of competition, double blade coconut peeling may not have many competitors as this would be the first double coconut peeler with measured function in Malaysia.

## 1.4 The profitability

Double blade coconut peeling with measurement function is believed to be able to attract a lot of buyers and customers today and in a long term especially from a small company, as it will be the first kind of it in Malaysia. Furthermore, this product also is able to help increase the rating of entering a customer for those who use this product, especially for a company customer. As it will help to save electric power since it is manual use. Thus, I believe that double blade coconut peeling will be able to contribute a great amount of profit to the company today and in the long term.

## 1.5 The management team

The management team in a company is a group of individuals responsible to bring a product/service idea to the market successfully. In Cocopeeler enterprise organizational chart, the company is led by a general manager and part of another manager under general manager which are administrative manager, marketing manager, operation manager, and financial manager and general workers as to manage and run the business operation. The role and responsibilities are given based on personal and work experience and other additional capabilities to handle problems depend on their major experiences.



## 2.0 PRODUCT SERVICE DESCRIPTION

### 2.1 Detail of product.

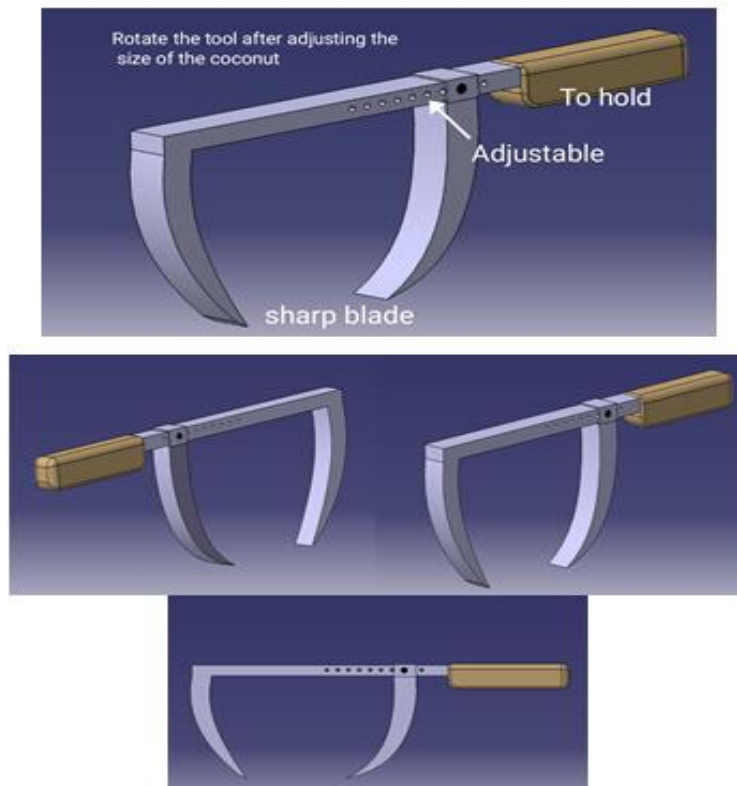


Figure 2.1: show the arrangement of the product (Cocopeeler)

Cocopeeler with double blade and adjustment function compose of molded aluminum while the holding part is from top wood and it is for durability. The screws were from aluminum alloy and the size of screws is from regular size so it can be easily replaced with other new screws if there are missing parts occur.