



اَوْنِبُوْا سِيَّتِيْ تَتِيْكَوْا لَوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY : FACULTY OF SCIENCE COMPUTER AND MATHEMATICS (FSKM)
PROGRAM : BACHELOR SCIENCE (HONS.) STATISTIC
PROGRAM : CS241
CODE
COURSE : TECHNOLOGY ENTREPRENEURSHIP
COURSE CODE : ENT600
SEMESTER : 6
CLASS : CS241/6C
ASSIGNMENT 4 : BLUEPRINT
NAME : AININ SORFINA BINTI AFIZAN
STUDENT'S ID : 2017282704

SUBMITTED TO:
MADAM AZZAH BINTI AMRAN

SUBMISSION DATE:
15/7/2020

TABLE OF CONTENTS

TABLE OF CONTENTS	2
1.0 EXECUTIVE SUMMARY	3
1.1 COMPANY BACKGROUND	4
1.1.3 Mission	4
1.1.4 Objective	4
1.1.5 Logo	5
1.1.7 Target Market	6
1.1.8 Profitability	6
2.0 PRODUCT DESCRIPTION	7
2.2 Product Details	8
2.4 Effective Cost	9
3.0 TECHNOLOGY DESCRIPTION	10
4.0 MARKET ANALYSIS AND STRATEGIES	11
4.2 Market Size and Trends	11
4.3 Competition and Competitive Edges	12
4.4 Market Share and Sales	13
4.5 Market Strategies	14
4.5.2 Service and Warranty Policy	14
4.5.3 Advertising and Promotion	15
4.5.4 Distribution	15
5.0 MANAGEMENT TEAM	16
5.2 Organization’s Chart	17
5.3 Manpower Planning	18
8.0 CONCLUSION	35

1.0 EXECUTIVE SUMMARY

Haura Medic Healthcare is in Alor Setar, Kedah and was established on 7th October 2018. It is a partnership company and this company focused on producing healthcare product and serving people with health services. For this year of 2020, we would like to present our latest innovation which is the Back Pillow. The pillow is designated with simple design but is made from the best material to comfort the users especially for those who experienced Back Pain.



1.1 COMPANY BACKGROUND

1.1.1 Company Profile

Name of Company	:	Haura Medic Healthcare
Company Address	:	Lot 230, Taman Shahab Fasa 3, Jalan Datuk Kumbang, 05380 Alor Setar, Kedah
Business Operation	:	8.00 am – 10.00 pm
Company Website	:	hauramedicare@gmail.com
Telephone Number	:	04-7456878
Form of Business	:	Partnership
Main Activity	:	Healthcare product and services
Date of Commencement	:	7 th January 2019
Date of Business Registration	:	7 th October 2018
Name of Bank	:	Maybank
Bank Account Number	:	165689967876

1.1.2 Vision

Haura Medic Healthcare aims to provide the nation with excellent health services and products as health matters

1.1.3 Mission

To inspire new hope in people by providing best health services and products

To provide best care for people through integrated health education and research

1.1.4 Objective

To build an integrated primary health care system for the nation by serving them with excellent services and products

To improve the focus on health education and awareness in nation

1.1.5 Logo

