



اُنِيُوْكَرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FilWay (Filter Away)

Self-Sifting Litter Filter

TECHNOLOGY ENTREPRENEURSHIP (ENT600): BLUEPRINT

FACULTY : COMPUTER AND MATHEMATICAL SCIENCE
PROGRAM : BACHELOR OF SCIENCE (HONS.) STATISTICS
PROGRAM CODE : CS241
COURSE : TECHNOLOGY ENTREPRENEURSHIP
COURSE CODE : ENT600
GROUP : CS241/6C
SEMESTER : 6
NAME : NUR AUNIE IZZATI BINTI MAILIN
MATRIX NO : 2017282602

Submitted to:

Mrs. Azzah binti Amran

TABLE OF CONTENTS

CONTENT	PAGE
1.0 Executive Summary	3
2.0 Product Description	4
2.1 Product Details	4
2.2 Application of Product	4
2.3 Unique Features of Product	4
2.4 Picture of Product	6
2.5 Intellectual Property	6
2.6 Opportunities for Expansion of the Product Line	7
3.0 Technology Description	8
4.0 Market Research and Analysis	
4.1 Target Market	10
4.2 Market Size and Trends	10
4.3 Competition and Competitive Edges	11
4.4 Estimated Market Share Sales	14
4.5 Marketing Strategy	
4.5.1 Overall marketing strategy	15
4.5.2 Pricing	15
4.5.3 Sales tactics	15
4.5.4 Service and warranty policy	15
4.5.5 Advertising and promotion	16
4.5.6 Distribution	16
5.0 Management Team	
5.1 Organizational Chart	17
5.2 Key Management Personnel	18
5.3 Management Compensation and Ownership	21
5.4 Supporting Professional Advisors and Services	21
6.0 Financial Plan	22
7.0 Project Milestones	24
8.0 Conclusion	25
References	26
Appendices	27

1.0) EXECUTIVE SUMMARY

Paws Company is a newly developed medium business focusing in the supply of pets' items such as dried food, wet foods, litter sand and other pets accessories of our own brands. Paws Co. is planning on the debut of its brand-new invention named Filter Away (FilWay). This product is focusing in the litter box for indoor cats specifically who use litter sand. However, our product also can be used to other pets who use litter sand such as indoor dogs. This product acts as a filter in litter box to remove the clump and left only used and clean litter in the litter box. With a help of numerous tiny holes that specifically made to suit the standard size of litter sand on the market nowadays makes it more efficient to filter the sand. Not just that, the material is made up of safe, recyclable silicone that is safe to use for your pets. Therefore, this FilWay can be washed multiple times. Other than that, this product also comes with 3 types of scents which are baby powder, strawberry and coffee. This scent will help to remove the bad odour of cats' clump and it is long lasting even after hundred times of wash. Thus, this FilWay litter filter can help to solve the problems occur in daily life of a cats' or any other pets' owner. FilWay is able to effectively remove clumps without digging through clumps of waste on hands and knees.

We hope that our business will become more developed in the near future due to the increasing demand of our product and be able to produce more innovative products that will meet the needs of consumers and buyers. This will give us the opportunity to expand our business internationally, to be more profitable and stable for the long run. We also hope to be able to educate our consumers on the importance of maintaining a good mental health.

2.0) PRODUCT DESCRIPTION

2.1 Product Details

FilWay is a new type of litter filter from the concept of self-sifting litter bags which is environmental friendly since this products is made up from safe and recyclable silicone materials. This material is made of harmful chemical that is safe for pets especially for cats. Typical method of cleaning the litter box is by scooping. It is not only dirty, but also a time-consuming and a hassle. Furthermore, scooping can potentially lead to more cat litter being discarded which is such a waste because cat litter depending on the quality can be costly. Our company decided to produce a litter filter that is very easy to use and time saving for cleaning without digging through clumps of waste on hands and knees. It is also comes with a variety of colour to be choose and 3 types of scented to reduces the odour of cats' clump.

2.2 Application of Product

There is a good feedback from respondents: most of them who have a cats as a pets and used litter sand for their cats, have the same problem which is they don't have enough time to dig and remove their cats clumps every day. It is a time consuming process especially indoor cats who needs special care such as pregnant cats or disabled cats. The innovation with alternative function of this litter filter would clearly help them to spend less time on cleaning their pets' clump and have more time to spend with their pets. Besides it is facilitated the consumers such they do not have to scoop their pets' clump anymore because this products only need to sift and just throw away the clump. If necessary FilWay also can be wash multiple times. This new product can be used widely no matter what type and size of your pets.

2.3 Unique Features of Product

It is an object of the invention to provide a litter sifting which lines a litter box and allows waste products and used litter to be collected while leaving uncontaminated litter behind. The FilWay has a plurality of sifting openings which allow the relatively smaller particles of uncontaminated litter to pass easily

therethrough, while collecting the larger clumps of used litter or waste products. It is yet another object of the invention to provide a litter filter which allows the litter box to be used for an extended period of time without the need to prematurely remove and discard uncontaminated litter. sOther than that, FilWay are fitted onto the litter box with a collapsible function to extend the height according to the height of the litter box. Two litter boxes should be used before using FilWay. Periodically, when the litter is partially soiled, a FilWay is lifted from its edges from the first litter box, causing all uncontaminated litter to sift through the bag, while retaining used litter and waste products. After all uncontaminated litter has been effectively sifted through the sifting holes and have been disposed then put the FilWay back onto the second litter box and fill the used litter back into the litter box. So, the first litter box can be stacked below it. This process is repeated as many times the FilWay is being sifted.

The overall size of the products is 27cm wide, 21cm long and extendable height up until 15cm height. Moreover, this product also can be washed by hand for numerous times and less toxic since the material used is made from safe, recyclable silicone materials. Other than that, at only less than a meter wide, the product is also friendly for those that are pressed on space. It fits perfectly in a corner be it in a room or the bathroom. This product also comes with 3 types of scented such as baby powder, strawberry and coffee. This scented smell will help to reduce the odour of cats' clump. The FilWay also comes in a variety of colours to cater to the aesthetic needs of the consumer.