



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

TECHNOLOGY BLUEPRINT

TILTED DESK

Faculty : **COMPUTER SCIENCE & MATHEMATICS**
Program : **BACHELOR IN STATISTICS**
Program Code : **CS 291**
Course : **TECHNOLOGY ENTREPRENEURSHIP**
Course Code : **ENT 600**
Class : **4A**
Name : **MARHAINI BINTI ZAMRI**

Submitted to

MISS AZZAH AMRAN

Submission Date

16 July 2020

TABLE OF CONTENTS

			Contents	Page
1.0			Executive Summary	1
2.0			Product Description	2
3.0			Technology Description	3 - 4
4.0			Market Analysis and Strategy	
	4.1		Customers	5
	4.2		Market Size and Trends	
		4.2.1	Price Calculation	6
		4.2.2	The 3 years of the current total market	7 - 8
		4.2.3	Major Factors Affecting the Market Growth	9
	4.3		Competition	
		4.3.1	Comparison between Tilted Desk and other competitors	10 - 11
		4.3.2	Advantages and Disadvantages of Tilted Desk	12
	4.4		Market Share and Sales	13
	4.5		Market Strategy	
		4.5.1	Overall Marketing Strategy	14
		4.5.2	Pricing	14
		4.5.3	Sales Tactics	15
		4.5.4	Services and Warranty Policy	15 - 16
		4.5.5	Advertising and Promotion	16
		4.5.6	Distribution	17
5.0			Management Team	
	5.1		Organization	18
	5.2		Key Management Personnel	19 - 20
	5.3		Duties and Responsibilities	21 - 22
	5.4		Management Compensation and Ownership	23

	5.5		Supporting Professional Advisors and Services	24
6.0			Financial Statement	
	6.1		Start-up Cost	25 - 26
	6.2		Working Capital	27
	6.3		Cash Flow	28
	6.4		Income Statement	29
	6.5		Balance Sheet	30
7.0			Project Milestone	31
8.0			Conclusion	32

1.0 EXECUTIVE SUMMARY

This study was conducted to study the new product development of tilted desk where the usage is suitable in bed. Based on the product, it is an innovation of a regular foldable desk where it has a few added features on it to make it more user friendly. The feature provided helps a lot in reducing backpain due to sitting for too long as well as avoiding of the development of poor posture. Most people believe that doing your work in a conducive working space will elevate the working performance unfortunately to those who do not sit properly might gain backaches and discomforts during working.

In this era of this pandemic situation with Covid-19, people are currently abiding by the new standard operating procedure (SOP) and citizens were instructed by the government to work from home. Most workers in Malaysia are dealing with challenges and restrictions of having meetings virtually and finishing off work. In addition to commitment to the family at the same time. Some people at home might not have a working space or a proper one. In overcoming this issue, they might end up with soreness and backaches because of the wrong posture during sitting. Not only that, it also affected one's movement and their ability to cope with a daily basis routine.

This product also helps users to use the laptop while lying down as they do not have to crane their neck for too long and too much as it will bring bad effects towards the posture. Upper back pain, shoulder pain, and neck pain could also be developed due to craning the neck for too long. With this product these problems can be avoided with the help of extended leg feature where it makes the desk tilt.

2.0 PRODUCT DESCRIPTION

The desk surface frame is made from rubber composites with synthetic fabrics woven together to create a dense foamy structure with a soft top. This material itself is compatible for the usage of a mouse. Furthermore, the border of the frame is made from natural and recycled rubber, jute, and organic cotton or natural cotton which is more earth-friendly compared to the one with synthetic finishes. This will avoid any scratches or dent on the laptop due to the hard border. The desk frame has 3 sections in total where it has 1 big section and 2 identical smaller sections. The movable section suits and accommodates people who are left-handed or right-handed or whenever suits their preferences. In preferences to a bigger space, the section can be removed by users according to their liking. This section is also made from the same material with the desk fame.

This product has this one feature where the leg of the desk can be extended resembling the telescoping handle in a suitcase together with locks firmly in place ensuring the leg stays sturdy. This feature enables users to adjust the desk's height accordingly as it has 3 levels of slant that can be controlled by a button. The leg and the frame desk are connected by hinges along with enabling the leg to be folded as well thus helping in saving space in terms of storing. This product also has a cup holder where this feature is very interesting as it can be self-leveling. Once the desk is tilted, the cup holder will hold the cup steadily and spilling could be avoided. The cup holder has a vertical empty section where it will fit the cup handle and ensure the cup will not move around. This cup holder could hold a large cup up to 30 oz.