TECHNOLOGY ENTREPRENEURSHIP (ENT600)

BLUEPRINT REPORT

FACULTY: FACULTY OF SPORT SCIENCE AND RECREATION

PROGRAM: SR243 (BACHELOR IN SPORT SCIENCE)

GROUP: SR243S5A

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بسم الله الرحمن الرحيم

Alhamdulilah, first of all, I would like to say a sense of gratitude for Allah S.W.T for His blessing and grace so that I was able to finish up this task on time even during the coronavirus pandemic. The task that is given to me is Blueprint (BP) where it is an important requirement that needs to be completed and accomplished for this course, Technology Entrepreneurship (ENT 600) and it is related with the previous assignment Business Model Canvas(BMC) and New Product Development(NPD). Secondly, I would like to give our special thanks to my beautiful and lovely lecturer, Madam Hilwana Binti Abdul Karim for her kindness to help us without any hesitation throughout the completion of our case study. Thank you madam for providing the content for me to refer regarding this case study and thank you also for your time to still create a video to teach us even during the current situation that makes it difficult for you. Furthermore, I also would like to thank my parents and families for all their support and encouragement to help me become more confident and smentally strong to complete this case study without feeling stressed and tense. Lastly, I would like to thank and give my deepest appreciation to whoever was involved during the completion process of this case study whether directly or indirectly. *Merci à tous pour votre soutien* (Thank you all for your support).

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CHAPTER ONE

EXECUTIVE SUMMARY

1.1   Business Product and Concept Description

Staying ahead and following the changes happening in the industry is one of the crucial parts in business. Lets' Shopping is one of the mobile applications that can be downloaded through play store on the phone. The idea of this app is to make service through online applications when there are many online applications that are famous nowadays like FoodPanda, Grab, MyCar and many more. My business is focusing on services that can be served by personal shoppers. Personal shoppers get paid to shop and run errands, serving clients who are too busy or simply unable to shop for themselves. Besides, the concept that we want to propose is the current home things delivery landscape needs to be assessed in order to come up with a strategy that can make a difference towards the business.

1.2   Target Market and Projection

People who are busy with their work and do not have enough time to buy their groceries or things that they want are my first choice of target market. Sometimes, they do not want to go to the store because of the crowded people. Some personal shoppers provide more specialized assistance for their customers. Other than that, our target market is elderly who are 50 years and above. One of the common purposes for personal shoppers is to pick up groceries and prescriptions for them who cannot do it themselves. Based on the survey and feedback from my respondents, most of the respondents like to use mobile online applications for buying their things and needs rather than go to the store by themselves. Therefore, my projection might be quite long time which about two or three year based on the customer acceptance

1.3   Competitive Advantages

Lets' Shopping application is completely different from other mobile applications. What makes my services special is I provide personal shoppers to serve the customers. This enables the customers to directly tell the personal shopper what their preferences are. Some personal shoppers have some skills in getting an affordable price with good quality of certain products. Rather than that, my services also provide big outlet companies such as FashionValet, Adidas, Puma so that the people do not have to drive and waste their time there. I also provide certain groceries store like Tesco, Giant and many more as for people does not have time to buy their groceries

1.4   Profitability

Profitability can be defined as the ability of a business to earn the profits. Since my business is more focused on handling personal shoppers, the cost of my services is depending on the type of services that my client wants to use. Different things will have a different rate. The charge rate for my services is also based on the location of the store. Overall, profit is more likely to increase when my product is well-known so that everyone can download it through their mobile phone. I also can make profit from our employees because they need to register in our system for safety. The cost in making an online application is almost RM 20,000.

1.5   Management Team

In every successful business or company, the management team will be the core of the company that will drive the company to achieve its goal. The management team is the group of individuals that operate at the higher levels of an organisation and have day-to-day responsibility for managing other individuals and maintaining responsibility for key business functions. In this company, there are four people that manage this company. First, me myself, Syed Muhammad Murshid Bin Syed Zubir will be as General Manager and Administrative Manager. Secondly, as Marketing Manager and as Operational Manager.