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UNIVERSITI  
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**ENT600 TECHNOLOGY ENTREPRENEURSHIP**

**TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT**

**SMART POSTBOX WITH SECURE SYSTEM**

**FACULTY:** FACULTY OF SPORTS SCIENCE AND RECREATION

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 Business and product concepts**

Our company developed new product which is SmartPost Box. Our company create this new product because this product will ensure the success to our company itself. We want to introduce the creation from our product into the market because we want to let people know our creation can help them to ease their daily life with using our product. Moreover, this product from our company will help many people who are usually working and outstation that having a problem when there is no one at home to take the letter and parcel from delivery man. For our product it is a high technology that will make the people use this to easily get their parcels on time So, we sure that the customers will satisfy with the product and the result that can be done on time as their planned. Other than that, this tool has the protective secure system which is it protect the parcels from be stolen or lost. Means that they do not have to worry as it only can be access using their voice that has been registered to the system.

### **1.2. The target market and projections**

Customers is the important part for our product and our company because with no customers purchase our product so it will lead to give a problem to our company. The target market for our product is more focusing on the residentials area and landed houses that has been sold or ownership because this postbox will be built besides the gate. Our postbox will be used to receive a letter and parcel at the same time when there is no one at home. Other than that, our postbox will help people who are always busy doing their works and does not have time to meet people. Our product is a contactless mode.

### **1.3. The competitive advantages**

There are many and numerous of company that produce trolley. One of the companies is PostyBell. The company was well known in producing sensor that is not only can put inside the postbox, but it can function with others compartment that needed it. The name of the company attracts the customers to buy their product. But there is some shortcoming of their product, for the example, the sensor has a limited volt of battery and need to change the battery when it is running out of battery.

The product from our company have different function from their product that make our product become more attracting for the customer. The difference for our postbox and the others sensor or postbox is we provide three high technology system in our postbox and have more function. The voice door lock system as the protective for our postbox to avoid the stuff from

be stolen or lost. Other than that, the type of material that we use in our postbox is stainless steel metal for the whole design that are not easily to rust. We also have a walkie talkie system that use push to talk over cellular system to ease the delivery man getting the details of their customer when they deliver their parcel without needed to meet them. These are the differences from our product that can compete with others company of postbox to make our product been sold. As the other postbox with the normal postbox materials and function compared to us that providing difference function. These reasons make our product have advantage in compete with others company and other trolley.

#### **1.4. The profitability**

The raw materials for our product are mostly from China which is cheaper than other country. Our product use cheap raw material but with high quality from the suppliers that allows us to gain high profit. The price of our product is RM 270 while the raw material for this product just for RM 40.45. With the use of cheap price for our raw material and least of expenses in our company lead to us gain more profit from our product. In 3 years later, we believe that we can achieve and attract more customers because currently people are need to have something that make their work and daily life fast and easier. With the opportunity, we will use the online business as our medium to sell our product and hardware store.

#### **1.5. The management teams**

The executive roles for our company consist of 7 executive with their own roles as the management team which is General Manager, as the head of our company as the manager in charge of running the main day to day business activities of our company followed by Human Resources Executive, as the role for create and manage, lead and evaluate the training program for our staff in the company. Next, we have Marketing and Sale Executive, the roles are to develop and manage marketing campaign from concept to execution to measurement. It is important for our company marketing to make sure our product being well known and being sold. Then, we have Financial Executive is to manage financial of our company. Operational Executive with the role to coordinate and manage subordinate, facilitate all the process in the company and we have Research and Development Executive is to prepare and oversee implementation of SOPs and other training materials for both training and program. Lastly, Software Developer is to do researching, designing, implementing and managing software programs. Also, do the testing and evaluating new programs.

## **2.0 PRODUCT DESCRIPTION**

### **2.1 General introduction about the product**

SmartPost Box is a high technology post-box for customer needs. We are consuming knowledge at an online pace, in every area of our lives. That is, almost every area. SmartPost Box finally marches post mail to the online era, informing you when you receive letters or packages to your mailbox, wherever you are. It comes with a sensor that is located inside your post-box. Get a notification each time you receive new mail no matter the distance of your post box. SmartPost Box amazing sensor detects a new movement inside your post-box and sends you a notification, so you do not waste time checking an empty box.

It also comes with one-way walkie talkie. The one-way walkie talkie is a high technology where no matter how far the customer it is, it still can be reach. This walkie-talkie is wireless, hand-held radio are small enough to take just about anywhere. Since most of the time some people do not at home and spend their time at work or office, so when their parcels have to delivery to their home, we also provide a post-box that can accept the parcels and the delivery man can just push the button of the one-way walkie talkie for asking the customer information to update the status of the parcels. It's a contactless mode for both parties!

Other than that, our product also has a voice recognition door lock system to unlock the post-box when the user wants to pick up their goods. This voice recognition is used to secure the post-box as mail and parcels inside it from be stolen, only the voice from the user that has registered to the system can unlock it. This technology is more convenient to their post-box and it more secure. We believe that technology is most powerful when everyone can use it! That's why we come out with this product to meet your satisfaction.

### **2.2 Problem solving of the product**

Today is the era where people work hard to achieve their dreams. So, most of the time they do not at home and spend their time at work or office. Since people nowadays are often so caught up with work and study, shopping online is wise choice which do not require them to go to the stores. They can buy the items they need with a click mouse, and shippers can deliver their goods to customers as soon as possible. However, people encounter problems such as when they are not at home and no one can take the parcel from the delivery man as it delivers to their home address. As time goes by, the world is changing rapidly, so are its people and the technology itself. Technology brings about a lot of changes to people's lives, it is getting more