



اَوْنُوْزِ سِيْتِي تِيْكَوْلُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SMART AUTO ROLL SEJADAH

‘ PRAYER MAT ’

TECHNOLOGY ENTREPRENEURSHIP (ENT 600)

BLUEPRINT

FACULTY : FACULTY OF SPORTS SCIENCE AND RECREATION

PROGRAM : BACHELOR OF SPORTS SCIENCE (SR243)

GROUP : NSR2435S2A

NAME : MOHD AMIRUL AKMAL BIN MOHD FADZIL (2019720495)

PREPARED FOR :

MADAM HILWANA BINTI ABD KARIM

SUBMISSION DATE :

27 JUNE 2020

TABLE OF CONTENT :

1.0 EXECUTIVE SUMMARY	3
2.0 PRODUCT DESCRIPTION	4
3.0 TECHNOLOGY DESCRIPTION	5
4.0 MARKET RESEARCH AND ANALYSIS	7
4.1. Customers	7
4.2 Market Size and Trends	9
4.3 Competition and Competitive Edges	14
4.4 Estimated Market Share and Sales	17
4.5. Marketing Strategy	18
4.5.1 Overall marketing strategies	18
4.5.2 Pricing	18
4.5.3 Service and Warranty Policy	19
4.5.4 Advertising And Promotion	19
4.5.5 Distribution	20
5.0 MANAGEMENT TEAM	21
5.1 Organisation Team :	21
5.2 Key Management Personnel	22
5.2.1 Duties And Responsibilities :	23
5.3 Management Compensation	25
5.4 Supporting Professional Advisors and Service	25
6.0 CONCLUSION	26
7.0 APPENDICES	27

1.0 EXECUTIVE SUMMARY

Smart Auto Roll Sejadah needs to be highlighted in the necessities of worship around the world especially among muslims. This is because I had done some research and there are few problems that people have when they perform their prayer. One of the problems is people that use sejadah ,they will not roll it back and just leave it on the floor. Because of that, the prayer mat will easily get dirty and need to be cleaned up. The main idea or the main function of my product is, this prayer mat can roll in and out to use it before and after we perform our prayer. Another function is my prayer mat has a sensor that can correct our foot position.

My company target population for sure muslim in Malaysia . There are some channels that my company uses to promote this product. For example like online shops and my own retail. For online shops there are Instagram, Facebook, Twitter and my own web which is SmartAutoRole.com . Customers can get info and buy my product there.

My company will offer the best price for Smart Auto Roll Sejadah which is RM 300 each. With the technology provided, this price is suitable and affordable to all Malaysians. Compared to other competitors, this price is moderate and more functional that other technology that is already sold in the market.

The target market for my company is 61.3% of mulim in Malaysia with age range from 25 – 64 years old which is 15,722,412 people in Malaysia. The total sale for the first year targeted is RM 411,000 and will be increased for the second year with 0.02 % and for the third year with 0.023 %. In my company, there will be few role management that have been divided to achieve my company goals. Some of them is chief executive officer, general manager, human resource executive, operation executive, marketing and sales executive, financial executive and RND executive software developer engineer. All of them have their own responsibility and task to make our product top in Malaysia.

2.0 PRODUCT DESCRIPTION

For my product, for sure the main idea is my prayer mat can roll it by itself. This technology can prevent the mat from dirty. As we can see, some prayer mats at the home are always laid out everyday. But every weekend they will clean up because the prayer mat is dirty by the dust. So, the people need to spend their time on the weekend to clean it up. With my technology, after they finish with their prayers, they will push the button to roll it back to its case. The chances of getting dirty is limited and it is free from dust. Other things is when the sejadah rolls properly, it will arrange nicely in the cupboard. It makes our place or home clean and wider. Talk about space, when the prayer mat has been rolled, we can use the space for another activity and easily clean the floor of dirty.

Next is my prayer mat has a sensor that can correct foot position before performing the prayer. The problem that I identify is some people do not correct their foot position while performing their prayer. They need to check first whether their foot position is correct and can start their prayers.. With my product, they just put their back foot beside the line and the foot position will correct.. If one of their feet is put on the sensor, there will be light coming out and will be sign that the foot position is correct. With all the technology that I offer, for sure the community will buy it because my technology has settled their problem.

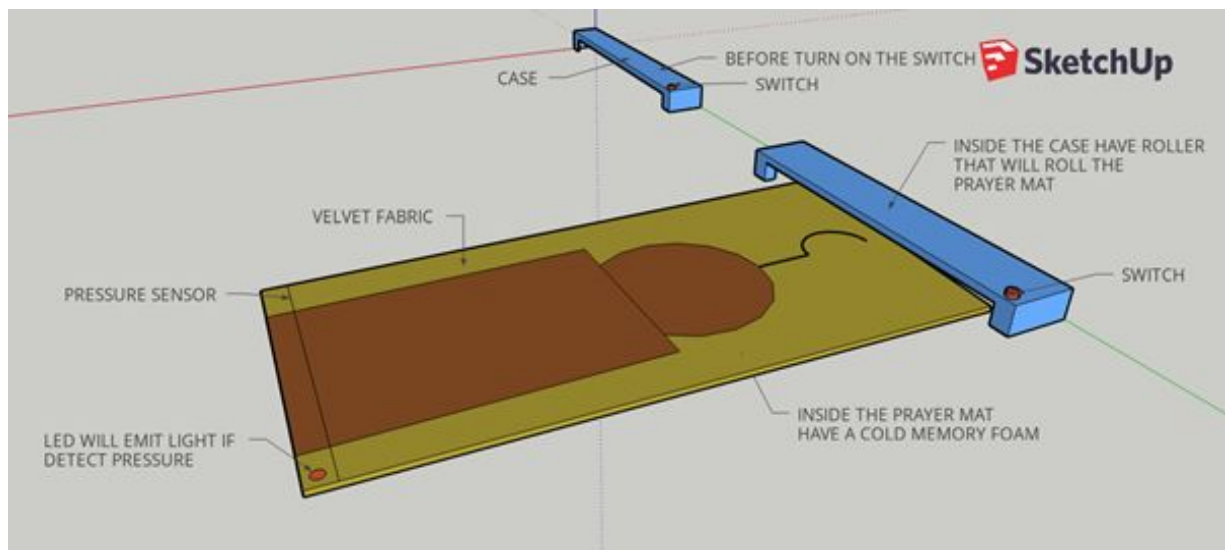



Diagram 1 : Smart Auto Roll Prayer Mat

3.0 TECHNOLOGY DESCRIPTION

There are few technologies that have been used to make my product work efficiently. The first thing is, to operate the sejadah role in and out, I will use a tubular motor. This motor will roll the sejadah according to the switch that we push, either to roll in or out. This idea or technology is the same as an automatic blind curtain that can roll the curtain up and down to cover the window. Next technology is to measure the straighten of the saf, my product will use a pressure sensor. This pressure sensor can detect pressure and will generate signal to the LED. Then the LED will emit the light after it gets a signal to show that the saf was not straight. Another technology that has been used is memory cold foam. I had put memory cold foam inside the sejadah to make sure or increase the comfort when using the prayer mat. It will give a cold sensation and a soft surface on the prayer mat. To increase the comfortness, I had used velvet fabric as the material of the prayer. As we all know, velvet fabric is very soft to use and it is hard to get dirty.

TECHNOLOGY USED	DESCRIPTION
<p>1. Tubular motor :</p> 	<ul style="list-style-type: none">● Total length : 700/620● Tube Diameter : 59mm● Voltage : 230v● Rate power : 335-420 w● Rate Speed : 10rpm
<p>2. Pressure Sensor :</p>	<ul style="list-style-type: none">● Pressure range : 0.1 N - 100 N per