



اَوْنُوْرُسِيْتِي تِي كُوْلُو كِي مَارَا  
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MARA

**TECHNOLOGY ENTREPRENEURSHIP**

**(ENT600)**

**BLUEPRINT:**

**CORDLESS STEAM FAN CLEANER**

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# **CHAPTER 1: EXECUTIVE SUMMARY**

## **1.0 Overview**

An executive summary is a short document or portion of a document created for commercial purposes. This typically includes a brief description of the question or solution discussed in the main documents, context information, descriptive review, and key conclusions.

## **1.1 Brief Description of the Business and Product Concepts**

As the time goes, people wanted to move on from going up a ladder and clean the fan blade using a rag. The cordless steam fan cleaner is an alternative for home appliances to clean the ceiling fan. By using the product, users don't have to climb a ladder anymore. The product's length can be adjusted up to 1.5 meters, which can reach most houses' ceiling fans. The water and vacuum part of the product ensures the fan blade is free of dust during and after the cleaning process.

## **1.2 The Target Market and Projections**

A target market is a community of customers or organizations who are most likely to purchase the goods or services from a business. Since those customers will actually want or need the deals of a business, it makes the most sense for the business to concentrate its marketing strategies on reaching them.

The main target market of cordless steam fan cleaner are home owners and cleaning company. Every houses with appliances such as brooms and mops needs to have this product as well. This product can also be applicable for cleaning crew in companies, in schools, and etc.