



**ENT600 TECHNOLOGY ENTREPRENEURSHIP
TECHNOLOGY BLUEPRINT REPORT**

**CLEANZEE TOILET BRUSH:
ELECTRIC TOILET BRUSH WITH DISINFECTANT HOLDER**



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Table of Contents

1. EXECUTIVE SUMMARY.....	4
2. PRODUCT DESCRIPTION	5
2.1 Product Details	5
2.2 Application of Product.....	5
2.3 Uniqueness of the Product	6
2.4 Product Design	17
2.5. Future Planning of Product.....	18
3. TECHNOLOGY DESCRIPTION	19
4. MARKET RESEARCH AND ANALYSIS	21
4.1. Customers.....	21
4.2. Market Size and Trends	23
4.3. Competition and Competitive Edges	25
4.5. Marketing Strategy	28
5. MANAGEMENT TEAM	31
5.1. Organisational structure of Cleanzee.	31
5.2 Management Compensation and Ownership.....	33
5.3 Supporting professional advisors and services.....	34
6. CONCLUSIONS	35
7. APPENDICES	36

1. EXECUTIVE SUMMARY

This report is about an innovation of a toilet brush. In this era especially with the pandemic covid-19 outbreak, people always care about cleanliness of a toilet, be it at home or the public toilet. In order to make sure they used only the clean and germ-free toilet, they need to care about the hygiene. Different from the existing toilet brush, this new product has come out with the electric toilet brush with disinfectant holder, named Cleanzee toilet brush.

Cleanzee toilet brush is a smart electronic toilet brush that is cordless and powered by 2 D batteries that can last up to 3 hours of usage per day. The brush bristles are made of silicone which is a very flexible material that will make it easier to reach and slide to the curvy area of every toilet bowl. The brush also comes with a chemical dispenser so that user can directly sprays the chemical from the brush handle and clean the toilet bowl instantly. Other than that, the brush also comes with a disinfectant holder where it disinfects while holds the brush steadily and it then can be safely placed anywhere around the toilet.

Cleanzee toilet brush is the product that has been targeted some group of people such as household managers, usually housewives or maids and cleaning services company. By purchasing this product, the toilet cleaning chores will be easy, effortless and efficient. This is because the Cleanzee toilet brush not only cleans and scrub the toilet bowl automatically, it also disinfects the brush after usage so that the brush is hygienic and safe to be used next time.

While starting up Cleanzee, costs must be incurred and effort should be made in marketing and promoting Cleanzee toilet brush to the market. The marketing strategy has a strong impact on profitability as it tends to focus on the customers and markets. The product can gain the same amount of market shares with other competitors through a good marketing plan. Cleanzee also have several competitors in the market which are OEM Brand, Flex toilet brush and Lemon Honey Scrubber that produces toilet cleaning tools as well.

Cleanzee toilet brush is priced at RM90 per unit. For the first year Cleanzee get RM 1,232,100 as the profit. For the second year, the profit increases to RM 1,286,100 and it also increases to RM 1,367,100 in the third year.

In order to produce and sell Cleanzee toilet brush, Cleanzee has an organizational structure consists of chief executive officer (CEO), general manager, administrative executive, marketing and sales executive, operations executive and financial executive.

2. PRODUCT DESCRIPTION

2.1 Product Details

Cleanzee toilet brush is an electric toilet brush with disinfectant holder. It is a smart electronic toilet brush that helps to do toilet cleaning chores easily and faster. It also come with a disinfecting brush holder that keeps the brush germ free and safe to be used for the next cleaning time. It is a smart electronic toilet brush that is cordless and powered by 2 D batteries that can last up to 3 hours of usage per day. The brush bristles are made of silicone which is a very flexible material that will make it easier to reach and slide to the curvy area of every toilet bowl. The brush also comes with a chemical dispenser so that user can directly sprays the chemical from the brush handle and clean the toilet bowl instantly. Other than that, the brush also comes with a disinfectant holder where it disinfects while holds the brush steadily and it then can be safely placed anywhere around the toilet. The toilet brush holder with ultraviolet (UV) light will kill the germs and dirt as well as keeping the brush dry and safe to use for cleaning other area such as sink and bathtub.

2.2 Application of Product

The primary end use of Cleanzee toilet brush is mainly to clean the toilet bowl after usage to serve a clean and hygiene toilet to the user mainly in households, workplace and any public area. Meanwhile, the significant secondary applications for this product is that it is an electric toilet brush where it helps user to clean the toilet efficiently and effortlessly. Cleanzee toilet brush is designed with a build in chemical dispenser that allows user to dispense cleaning chemical directly to the toilet bowl for faster cleaning time. The disinfectant brush holder that comes with the toilet brush uses Ultra Violet (UV) light to kill the germs and prepares a hygiene and germ-free toilet brush that is safe to be used for the next cleaning chores.

Since every household will have at least one toilet and every toilet need to be cleaned for at least once a week, the product will have a good potential and will be more appealing to the household. For a household that have more than one toilet, the product will be beneficial and valuable for household personnel such as housewives and maids.



As for private cleaning services companies and companies that have their own cleaning or housekeeping department, these branches or institutions consist of large buildings and a lot of

toilets need to be cleaned. Some may require daily cleaning and some such as hotels, need to be cleaned several times a day as per guest's request and hotel's policy. Therefore, cleaning services company and housekeeping personnel are a high potential customer segment as the products can be beneficial and a problem-solving product to maintain the company's excellent services.

2.3 Uniqueness of the Product

Uniqueness of the electronic toilet brush with disinfectant holder is the design of the product itself. Table 1 shows few toilet brushes in the current market.

Table 1

<p>Conventional toilet brush</p> 	<ul style="list-style-type: none"> • Hard bristle • Bristle will be worn out if used with pressure • Hard to clean • No holder, will be all over the toilet • Hard to reach under the rim • Takes time to dry
<p>Conventional toilet brush with holder</p> 	<ul style="list-style-type: none"> • Hard bristle • Bristle will be worn out if used with pressure • Hard to clean • No holder, will be all over the toilet • Hard to reach under the rim • Takes time to dry