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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF SPORTS SCIENCE AND RECREATION

ENT600 – TECHNOLOGY ENTREPRENEURSHIP

TITLE:

BLUEPRINT ENT

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TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT FORMAT & CONTENTS

COVER

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THE BODY OF BUSINESS BLUEPRINT

1. EXECUTIVE SUMMARY
2. PRODUCT/SERVICE DESCRIPTION
3. TECHNOLOGY DESCRIPTION
4. MARKET ANALYSIS AND STRATEGIES
5. MANAGEMENT TEAM
6. CONCLUSIONS
7. APPENDICES

BLUEPRINT OUTLINE

Note:

Before you begin writing within this section make sure that you have done some research. Blueprint research helps you make informed decisions and create a successful direction for your blueprint.

- Gather information sources
- Record relevant information
- Analyze the information you have gathered and note the associated opportunities and risks
- If you are going to submit the blueprint to investors, research what types of investment opportunities are available to you, why you need investment (banks, government, private equity investors, etc.)

1. EXECUTIVE SUMMARY

The executive summary is usually short and concise. The summary articulates what the opportunity conditions are and why they exist, who will execute the opportunity and why they are capable of doing so, how the company will gain entry and market penetration; it answers the questions: “for what reason does this venture exist and for whom?”

Essentially, the executive summary needs to reflect the criteria presented in the Business Opportunity Analysis Exercises. This is your chance to clearly articulate how your business is durable and timely, and how it will create or add value to the end user. This summary is usually prepared after the other sections of the blueprint are completed.

1.1. Brief description of the business and product concepts

Our product is Smart Kettle which we use as a concept that comes with the surface of the 360-degree anti-slip base and comes with glass ceramic and will be automatically heated when the kettle is put on the base. With 1.7 litre capacity, it will be able to get more servings. This kettle has been designed with Dual Wall Insulation that works to reduce outside temperature and keep the temperature of the water inside the kettle warm so the time taken for the water to cold is longer and it will help in saving time and energy.

1.2. The target market and projections

Our target market is both gender which is female and male in Malaysia. Majority of people in Malaysia have their own house and most of them need one kind of kettle to be put in their house

1.3. The competitive advantages

This product functions well when you just need to use a touch sensor to boil the waters. What makes it different from other companies, which is Smart Kettle technology is we use heat and touch sensors to adjust temperature of the water to make it boil faster. Our product provides the maintenance of the product if the product cannot function well as we use touch and heat sensor

1.4. The profitability

Corporate company is a company with a higher reputation, they will make their building become beautiful as much as possible. So, they need to use our product to completely decorate easily, faster and safely to look more elegant. In Malaysia, a home appliance shop is one of the stores that have many customers. So, will achieve higher profitability because the demand by the consumers that know our product advantages.

1.5. The management team

We have the position in our company is General manager, Human Resources, Financial, Operational, Marketing, Research and development. Each of the position have the specific roles in this company and the important to success the selling our product is teamwork.
