



اَوْنِيُوْرَسِيْتِي تِي كُنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT600 TECHNOLOGY ENTREPRENEURSHIP

BLUEPRINT

AUTO SEPARATOR MACHINE (AUTO-BINS)



FACULTY : FSKM
PROGRAMME : BACHELOR OF SCIENCE (Hons) STATISTICS
SEMESTER : 06
GROUP : N4CS2416D2

NAME : WAN NURA ADILA BINTI WAN ABDUL RAZAK
STUDENT ID : 2017282822
LECTURER : MADAM NORHANIZA MD AKHIR
SUBMISSION DATE : 29TH JUNE 2020

TABLE OF CONTENTS

1.	COVER LETTER	1
2.	EXECUTIVE SUMMARY	2
3.	PRODUCT OR SERVICE DESCRIPTION	3
4.	TECHNOLOGY DESCRIPTION	4
5.	MARKET ANALYSIS AND SRATEGIES	5-12
	4.1. Customers	
	4.2. Market Size and Trends	
	4.3. Competition and Competitive Edges	
	4.4. Estimated Market Share and Sales	
	4.5. Marketing Strategy	
6.	MANAGEMENT TEAM	13-20
	5.1. Organization	
	5.2. Key Management Personnel	
	5.3. Management Compensation and Ownership	
	5.4. Supporting Professional Advisors and Services	
7.	CONCLUSION	21
8.	REFERENCES	22
9.	APPENDICES	23

2. EXECUTIVE SUMMARY

Nowadays, people are now realizing the importance of recycling. Auto-Bins machine is an applicable product that can help more people to recycle. It is one of the products that used current technologies with affordable price. This machine is very suitable to be installed in kitchen as the design is produced with that kind of characteristics. The main reason why everyone should has this machine is because it very applicable and less time consume when recycle.

With the used of recent technologies, it makes this product more unique and attractive compare to other product. In this machine we installed RFID sensors that can detect the type of materials and throw them inside the specific bin that is provided. The body of the machine is made from stainless steel that can withstand pressure and give sturdy effect. Our target market is for household, housewives and family because usually they are the one who spend most of the time in home.

Auto-Bins machine has functions and advantages not found in today's common bin, thus providing a competitive advantage over more established competitors. Since the machine is not very common in Malaysia, we are very sure that it can bring huge profit and sales because we produced this machine according to customers' demands.

In order to get good quality production, each management team play important roles to make sure that the machine's performance is on top notch. Without the help from each management team, we are not sure whether we can produced this successful product or not.

3. PRODUCT DESCRIPTION

Auto-Bins is an exclusive innovation product that derived from 3R bin. It is served to separate recycle materials into three types of different bin according to the type of materials. Specifically, Auto-Bins product is produced for households to encourage them to recycle more, but this product are suitable for everyone. Not to mention, it is very applicable to use as it is very easy because the consumers just need to put recycle materials in the machine and the machine will automatically separate the materials.

Auto-Bins machine is a product that used to recycle waste materials. Although, recycle bins are very common in Malaysia, but it is quite rare to see an automatic recycle bin machine that is installed in house. The machine is also small compared to normal recycle bins and very suitable to be installed in kitchen.

Auto-Bins machine consists of three different types of bins that are easily able to distinguish into different type of recycle materials. The machine was measure in meter where the length is 1.0m, width is 0.5m and height is about 2.0m. The weight of the machine is about 10 kg due to the body made from stainless steel to withstand high pressure. This machine comes with four different colours which are black, white, grey and red.

4. TECHNOLOGY DESCRIPTION

Auto-Bins machine used recent technology that suit with the machine and have the right features that are suitable to be used at home. The machine also comes with radio-frequency identification (RFID) sensors located inside the hole where the recycle materials will be scanned. RFID sensor is a tag that is similar to barcoding system where it used electromagnetic fields to identify the object. This feature is one of most unique component that was installed in the machine where it this component distinguish from other market product

Along with innovation, this machine is undergoes several research and development (R&D). This is a crucial step where it helps to acquire a patent to avoid the machine being plagiarize from other developer. Besides that, by doing this R&D, several improvements can be done in order to improve the efficiency and quality of the machine. In order to make some changes, the machine must be tested first to know which part need to be improved. 21 respondents were used to test the machine. They were obligated to give some feedbacks and comments regarding the machine in order to detect defect and make improvements.

Auto-Bins machine consist of advanced technology that well received in today's era. The machine was produced to meet consumers' demands in which everything is exposed to modernity. Auto-Bins is a perfect product to be introduced because this type of machine is quite well-known in foreign market.