



اَوْبُو سَيِّدِي تَتَكْبَرُ لَوْ كُنَّا مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT600 TECHNOLOGY ENTREPRENEURSHIP

TECHNOLOGY VENTURE BLUEPRINT

LAWN MOWER POWERED BICYCLE



NAME : WAN SITI ARTINIE BT W.KONOK
MATRIC NO : 2017165899
GROUP : N4CS2416D2
LECTURER : MADAM NORHANIZA MD AKHIR
FACULTY : FSKM
PROGRAMME : BACHELOR OF SCIENCE (Hons.) STATISTICS
SEMESTER : 06
SUBMISSION DATE : 29th Jun 2020

TABLE OF CONTENT

CONTENTS	PAGE
1. COVER LETTER	1
2. EXECUTIVE SUMMARY	2
3. PRODUCT OR SERVICE DESCRIPTION	
3.1 Detail of the product.	3
3.2 The application of the product.	5
3.3 Unique features of the product	7
3.4 Present state of development of the product	8
3.5 Patents of the product	9
3.6 Opportunities for the expansion	9
4. TECHNOLOGY DESCRIPTION	10
5. MARKET ANALYSIS	
5.1 Customers	12
5.2 Market Size and Trend	14
5.3 Competition	17
5.4 Market Share and Sales	22
5.5 Marketing Strategy	23
6. MARKET ANALYSIS	
6.1 Organization	25
6.2 Key Management Personnel	25
6.3 Management Compensation and ownership	31
6.4 Supporting profesional Advisor and services	31
7. CONCLUSION	32
8. APPENDICES	33

2.0. EXECUTIVE SUMMARY

Nowadays, product functionality and product pricing are factors that influence customer purchases. Consumers are now more motivated to spend on their wants or demands than on spending for good. Today, technology not only serves as an entertainment channel but also provides a more productive and efficient way to perform certain tasks. Therefore, Lush Machinery Sdn. Bhd. produces an innovative product which is lawn mower powered bicycle to improve existing lawn mower in the market. The purpose of introducing these new innovations is to sell them to target markets that will benefit them in the future. In addition, the production of this product is also to measure market acceptance and to inform people about the new product.

The idea to produce lawn mower powered bicycle came when people especially who lived at open house yard to mow their lawn having difficulties with the lawn mower. Therefore, this product is design to solve the problems faced by people who stayed at open house yard that want to use the lawn mower by itself without having to find and pay workers to do so. This lawn mower is produce to make it easier for people to use the lawn mower by itself thus will reduce their energy and time. This product replaces a pull starter that is usually placed on a lawn mower with an electric motor or known as an electric starter to start the lawn mower. The movement of the electric motor is caused by the flow of power from the rechargeable battery. The battery can be recharged via electric power or car battery. Also, the height of the cutter on this lawn mower can be adjusted according to the height of the grass.

This lawn mower is unlike any other lawn mower on the market because it is user-friendly, affordable and easy to operate. Therefore, it is a must-have product for people looking for an easy way to cut their grass and reduce their labour costs and be used for the long term

3.0. PRODUCT OR SERVICE DESCRIPTION

3.1 Detail of the product.

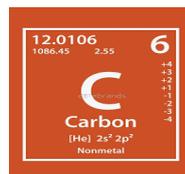
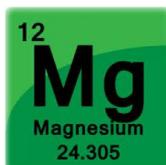
The idea to produce this lawn mower powered bicycle is coming up to solve the problem of the workers (gardeners) or people who stayed at open house yard. They are having a difficulty with the lawn mower since the lawn mowers are difficult to start and use especially to the new user that rarely used the lawn mower. Therefore, this product is basically designed in order to solve the problem of the worker (gardeners) and people who stayed at open house yard. This product use electric motor or known as the electric starter at the lawn mower to replace the pull starter which normally use on lawn mower in the market. The movement of the electric motor results from the drain of power from the rechargeable battery. Car battery and electric power can be used to recharge the battery. In addition, the height of cutter of the lawn mower can be adjusted. Below are the detail of the lawn mower powered bicycle.

1. Titanium



Titanium is a chemical element with the symbol **Ti** and atomic number 22. It is a lustrous transition metal with silver colour, low density and high strength. The body frame the bicycle, wheels and adjustable fork is made from this metal.

2. Magnesium and carbon fibre



Magnesium and carbon fibre are the chemical compounds used in adjustable fork and body frame. Magnesium and carbon fibre are the composite materials obtained by liquid hot pressing have a large fibre volume fraction with a homogeneous fibre distribution, whereas operating in the semi liquid state provides a laminated material constituted of alternate unreinforced matrix and carbon-alloy composite layers. These materials have made bicycle parts lightweight, high quality and durable.

3. Copper and Zinc alloy



The copper and zinc alloy are power flow conductive material used in the control er motor. In addition, the zinc alloy is also available in the belt as the belt supporters in order not easily broken.

4. Stainless steel



Stainless steel is also known as inox steel or steel alloy. The grass rake, blade and aluminium are made from these materials. The use of stainless steel is not easy to avoid because of rot and durable.

5. Aluminium.

