



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT600 TECHNOLOGY ENTREPRENEURSHIP

TECHNOLOGY VENTURE BLUEPRINT

ELECTRIC POWERED LAWN MOWER

J-TECH SDN BHD



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SEMESTER : 06
SUBMISSION DATE : 29th June 2020

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1. EXECUTIVE SUMMARY

Grass cutter machines have become very essential to our daily life in maintaining the yard. Having a clean and neat grass is important as it prevent us from wild animal that live in grass such as snake from coming into the house. Besides that, mowing the lawn also need basic skill as it is very important part of proper yard care as to keep your lawn healthy and attractive.

This company produces an “Electric Powered Lawn Mower” that contains the latest innovations and multi-purpose equipment. As the target audience is the people who living in the open yard area and the gardener, so this lawn mower is very convenient to use for them or even gardener who found out that the manually method is hard and time consuming in order to clean up their garden. This lawn mower is operated by electric powered such as rechargeable battery. This is because, the electric powered are more saving where the users can recharge if it is out of battery. This lawn mower can rotate up to 75 degree for easy maneuver during mowing.

Next, this company comes up this lawn mower with combining the idea of bicycle and lawn mower altogether. The bicycle is used to control the movement during mowing while the lawn mower is used to cut the grass. This concept will reduce the user’s time and energy. Since this lawn mower is similar to bicycle, therefore the users can sit on the bike during mowing process. Other than that, this lawn mower includes a control panel consisting of start button, lock system button and cutter adjusted button. This lawn mower has security lock system in order to prevent theft and injuries since the design may attract the children’s attention to ride on. As for the adjustable button, user can adjust the height of lawn mower based on their preferences.

This “Electric Powered Lawn Mower” has its own advantages and unique features which were not present on the other lawn mower in the market, thereby providing a competitive advantage over more existing competitors. This lawn mower will change the user’s lifestyle into more productive yet safer in order to help users becomes more excited to mow their lawn. In addition, this electric powered lawn mower is safe to use since there is SIRIM certificate. The price of this lawn mower is RM519 per unit which is affordable as it follows with the design and technology used.

This company consists of executive manager, human resources manager, financial manager, marketing manager, production manager and project team manager. This company has their own roles and responsibilities to ensure the business run smoothly in the market area.

2. PRODUCT AND SERVICE DESCRIPTION

2.1 Describe in some detail the product or service to be produced/sold

The product to be produced or sold by this company is Electric Powered Lawn mower. Basically, this electric powered lawn mower is a motor-driven machine that is created for cutting the grass on a lawn. In this current day, there are many lawn mower exist in this global market as it helps user to mow and maintain the yard. Certain lawn mower machines that are already exist are operated by fuel and electrical energy which are costly. Moreover, the lawn mower that used fuel causes air pollution as it continues to increase from day to day, resulting in our daily life. Hence, the existing lawn mower has been invented and improvised with some technologies in order to help user to mow the yard without having difficulties during the process, it is known as electric powered lawn mower. This electric powered lawn mower is different with other lawn mower where this lawn mower is cost effective and easy

operation. It is also created with powered through rechargeable battery. The powered-battery used to run this lawn mower. With this electric powered lawn mower, user can reduce cost and save money as they do not need to change the fuel or oil regularly in order to use the lawn mower so that the lawn mower work efficiency during the process. Other than that, by using this type of lawn mower users can save the environment more since this lawn mower using battery-powered instead of petrol engine lawn mower. This lawnmower is easy to use and most importantly, it is multi-purpose equipment. It is better to use lawn mower instead of cutting the grass manually with blade. With this improvised lawn mower, it simplifier your work and introduces efficiency in the process.

2.2 Discuss the application of the product or service and describe the primary end use as well any significant secondary applications

Although, there are many types of lawn mower in this global world, but with this improvised lawn mower, it could solve the user's problem as they do not need to walk behind the mower to monitor the mower during the process. In addition, the problem faced by the owners of open yard such as the current one requires a longer time could be solve if a product like electric powered lawn mower exist where it can help reduce their time in mowing. Moreover, this company is improving the existing lawn mower concept that could attract customer to buy, as it could also solve their problem and meet their needs. Next, this product model is built with 2-in-1 concept by combining the idea of bicycle and a lawn mower which is different from other lawn mower. This lawn mower uses electric starter to start the lawn mower which is much suitable and easy to use than the other lawn mower that using pull starter. As mentioned earlier, this lawn mower used electric powered which is chargeable battery that will be put at