



اَوْبُوْرُ سَيِّتِيْ بِاَيْتِيْكَوْ لُوْ كِيْ مَبَارَا
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ENT600 TECHNOLOGY ENTREPRENEURSHIP BLUEPRINT REPORT

Ssyuz Company Sdn.Bhd RECHARGING LAWN MOWER



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2.0 EXECUTIVE SUMMARY

We would like to introduce you to the opportunity to invest in our product called Recharging Lawn Mower. The mission of Ssyuz Automotive Company Sdn Bhd is to explore and redevelop traditional machine to be a trendy and modern machines which is combined with new technology where it very eco-friendly. Primary components of these products is traditional method which is used fully human energy to make it work. The machines only have handle for the customers to push the machine and blade to cut the grass. The machines only work if the customers push the mower.

The first product from our company is innovation from traditional mower and has been improved to be recharging method by our team. The uniqueness of the formula is that the machines can be used 2 to 3 time a day with a one time charging. Automotive industry is one of the fastest growing industries therefore the development of new products, technologies and production method is required. According to A.C Nielsen the economic crisis had a small impact on the automotive industry as a result growing consumers' interest and the industry's perspectives.

Thorough research was concluded that the majority of the lawn mower is using fuel method to make it work, while charging method also has be a phenomenon this time. Therefore, Ssyuz Automotive has a slightly competition on the market. Recharging lawn mowers' competitive advantage is in a unique product that combine with high quality of material at a reasonable price and since this method are more popular at the others country.

Ssyuz Automotive would realize the sales of its products through direct trade channel which is in the companys' head office and website, as well as indirect trade channel where distribution method. These would include home and clean hardware, online store, dealer and retailer. To determine the price the correlation price/quality was considered. Once direct and indirect costs have been calculated, the prime cost of the product is determined to be RM 1050 for each machine.

Our product is intended for marry or single people and they have yard or small garden at their house. Busy customer are also our targeted people since this machines will make their work faster, easy to handle and give a very satisfied result.

In our company have many departments such as finance and accounting, administration, production, research and development, purchasing, marketing (include the selling function), and human resource management. They have their own role and responsibility that has been assigned in the company in order to success. Each of the employees has their own experience about 4 to5 years. Through traditions we explored the past, through innovation we will conquer the future. Consequently now is the time for this product and we are the team to make it happen.