



SMART IRON BOARD

ENT BLUEPRINT

TECHNOLOGY ENTREPRENEURSHIP (ENT 600)

FACULTY : FACULTY OF SPORT SCIENCE AND RECREATION
PROGRAMME : SR241
COURSE : TECHNOLOGY ENTREPRENEURSHIP
COURSE CODE : ENT 600
SEMESTER : 5
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SUBMISSION DATE 29 MAY 2020

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1.0 EXECUTIVE SUMMARY

This report is meant as an insight over the product development for the innovative product that are to be designed, constructed and marketed for a particular market and industries. EZ Sdn.Bhd is a new company established in May 2020 with a vision to be people number one iron board furniture manufacturer in Malaysia. Our mission is to provide the iron board that promotes eco-friendly function where people can use the multifunction iron board that provided mirror and small storage in limited spaces. My product has innovated the existences of iron board into additional features and design modifications that could satisfy the Malaysian society. Hence, my company aims to find ways in order to solve the problems and to provide the people with a better version of the furniture that can answer to modern day problems.

In this report, I will provide the insight on the phases of the development of my product. Among the phases includes the research and development of my intended product in regard of the innovation I targeted on, followed by the design procedure of my intended product for the market. In order to ensure the viability of the product, be it both the short term and the long term. For this purpose, multiple testing of my product will be conducted thoroughly, beginning with the concept testing of the product involved. This process will be followed by the construction of a workable prototype of our product in order to test its ergonomic, its functionality as well to identify any unforeseen limitation of our product for further improvement, in there is any. My product will also be tested on the market in order to gain insight over the opinions and reception of our targeted customer group in order to ensure that it is able to compete on the market upon the completion of my marketable product.

To further improve the standing of my product as well to make my product attractive among my potential customers, the product is to be designed and marketed as a portable, light and easy-to-carry product that will simultaneously provide ease for my potential customers. All in all, I'm quite confident of our product's ability in establishing itself as an attractive product in a reasonably short time

2.0 PRODUCT OR SERVICE DESCRIPTION

Our company involve in manufacturing business. Basically, our product focused on innovation of iron board for the benefits of society. It can be concluded that problems still arose upon the usage of the present iron board in industry.

There are many companies that offer different quality of iron board with various ranges of prices. However, some survey showed that society seemed to have problem with the present design and quality of iron board in the market. Therefore, people were still searching for the best design and quality of iron board that suits their comfort during the usage of iron board itself.

This product is known as Smart Iron Board. the Smart Iron Board is created by the EZ Sdn Bhd. company in order to fulfill certain goals, such as:

- To minimize spaces in room
- To make life easier by providing a technology that avoids people to spend their time just to set up the iron board
- Multifunction product that help people to manage their things easier

2.1 Background

- Product is easily adjusted to suit comfort of user
- Product is easily to be carry around
- Product ease user to store their iron board at the proper places
- Multifunctional product with provide mirror and mini storage to minimize usage of spaces.

2.2 Component of Product

- Iron board with resistant steel frame construction with a 7 mm foam pad and 100% cotton cover
- Mirror
- Mini Storage
- Iron Holder

2.3 Unique Features

- Foldable Mirror
- Foldable Iron Board
- 3 in 1 Iron Board

2.4 Application and Function

- The main application of this Smart Iron Board is to help people save some space in a small space without throwing or moving their belongings away.
- It is an innovation born out of the initiative to help the people who lives alone such as student, solo or small family who are living in apartment by minimize their space
- Provide a multifunctional iron board that insists of mirror and mini storage.
- A proper storage is the one of the innovations for this product.