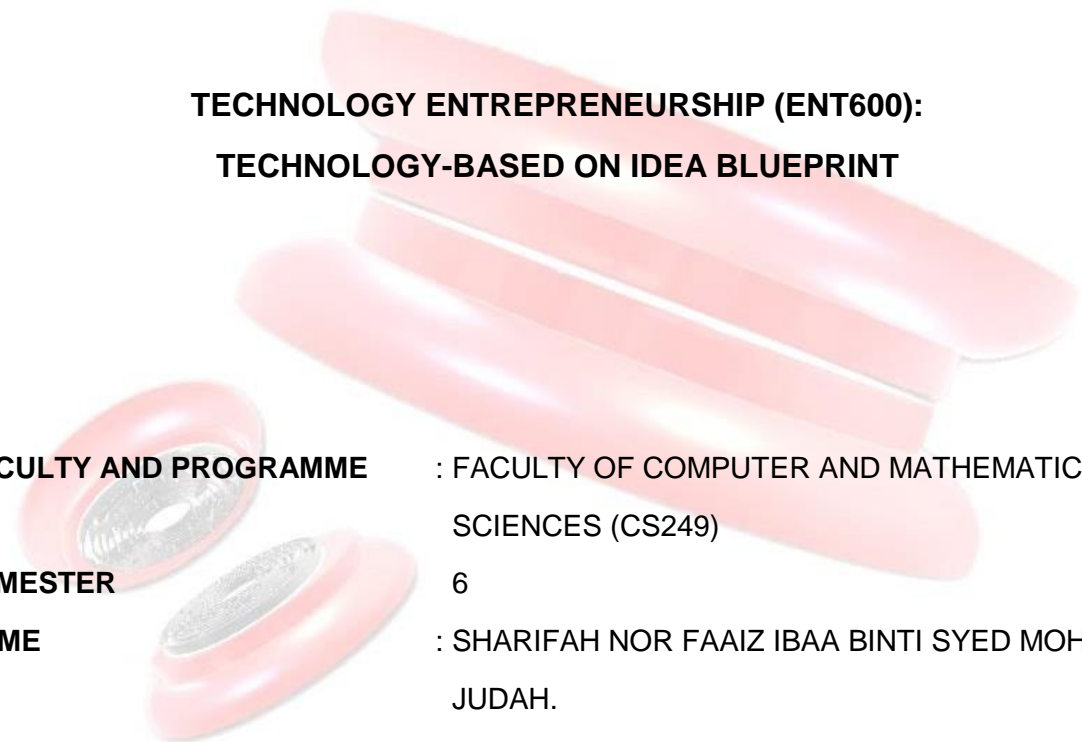




اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

MAGNETIC SECURE PIN SENSOR

TECHNOLOGY ENTREPRENEURSHIP (ENT600):
TECHNOLOGY-BASED ON IDEA BLUEPRINT



FACULTY AND PROGRAMME : FACULTY OF COMPUTER AND MATHEMATICALS
SCIENCES (CS249)

SEMESTER : 6

NAME : SHARIFAH NOR FAAIZ IBAA BINTI SYED MOHD
JUDAH.

ID NUMBER : 2017703485

LECTERUR NAME : PUAN SITI ZALEHA BINTI HASSAN

DATE OF SUBMISSION : 1 JULY 2020

Table of Contents

1.0 EXECUTIVE SUMMARY	4
1.1 Company Background	4
1.1.1 Product concept	4
1.1.3 Competitive Advantages	5
1.1.4 Profitability.....	5
1.1.5 Management Team	6
2.0 PRODUCT DESCRIPTION	7
2.1 Product Concept	7
2.2 Product Detail	7
2.2.1 Advantage and Material Use	7
2.2.2 Effective Cost.....	7
3.0 TECHNOLOGY DESCRIPTION	8
3.1 Micro GPS Tacking Chips	8
3.2 Water detection sensor	9
3.3 Sound Sensor	10
3.4 Neodymium magnet	11
4.0 MARKET ANALYSIS AND STRATEGIES	12
4.1 Customers	12
4.2 Market Size	12
4.3 Competition and Competitive Edges	13
4.3.3 Analysis of Competitors' Strengths and Weaknesses	14
4.4 Market Share and Sales	15
4.5 Marketing Strategies	16
	4.5.1 Pricing 17
	4.5.2 Product 17
5.0 MANAGEMENT TEAM	19
5.1 Organization	19
5.2 Organization's Chart	20
5.3 Manpower Planning	22
5.4 Management Team Personal and Duties	23
5.5 Schedule of Task and Responsibilities	29
5.6 Management Compensation and Ownership	31
5.6.1 Equity Share.....	31
5.6.2 Schedule of Remuneration.....	32
7.0 PROJECT MILESTONE	42

8.0 CONCLUSION43
9.0 APPENDICES44



1.0 EXECUTIVE SUMMARY

1.1 Company Background

Sazdah SDN.BHD is a private start-up company, which starts operating in Selangor and was opened to the public on 2 April 2020. It is owned and controlled jointly by its five partners.

Sazdah expects to catch interest in its innovation products from a regular loyal customer base. Our company aims to develop a strong marketplace in the region, due to the business expertise of the partners and the country's mild competitive climate.

Sazdah aims to sell its products at a competitive price to meet local market demand from the middle-to-higher-income region. The company intends to hire multiple staff and day to day operations.

1.1.1 Product concept

Sazdah offers a new product called the "Secure Magnetic Pin Sensor" It is a result of invention from a magnetic pin of the life element. Magnetic secure pin sensor is a magnetic pin consisting of two sensor types, a GPS tracker (tracking your lost pin) and a water detection sensor (alarm will sound when pin is found in the water).

This product is user friendly, straightforward and effective. The product's price is affordable to all. Our product design and style will nowadays follow the latest trends and always satisfy the client. We give our customers superior quality.



Figure 1.1.1(a): Product design for magnetic secure pin sensor.

1.1.2 Target Market

Our clients are hijab women and women who are always lost and damage their own pin in short-term usage.

1.1.3 Competitive Advantages

Sazdah SDN.BHD is not the first firm to create this product. A lot of other companies created a magnetic pin that works like our product. For instance, MKK Dinamik Enterprise (TudungStore.com) and SMC Vendor Boutique created an expensive priced magnetic pin, and the design is not interactive. So Sazdah SDN. BHD produces Magnetic Secure Pin Sensor with special functions at a reasonable price and decent quality. Some of the different functions are:

- Contain GPS tracker (track your lost pin).
- Contain water detection sensor (an alarm will produce sound when pin is found in the water).
- Attractive design which follow the trends nowadays.
- Using plastic shell (smooth and bright) for body magnetic pin.
- Water-resistant product.

1.1.4 Profitability

The magnetic pin across Selangor has seen explosive growth in a big away in the last two years. The state of Selangor has Malaysia's largest economy in terms of gross domestic product (GDP), it is Malaysia's most developed state; it has good infrastructure such as highways and transportation, and it has Malaysia's largest population, high living standards, and the country's lowest poverty rate.