



اَبُو سَيِّدِي تَيْكُونُو لِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT600 - TECHNOLOGY ENTREPRENEURSHIP

BLUEPRINT REPORT:

SPEEDY PAINT MACHINE

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SUBMISSION DATE : 26th JUNE 2020

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2.0 EXECUTIVE SUMMARY

Locus Company that have been named by my own self have new product to introduce to the consumers which is the Automatic Paint Wall Machine. The company is targeting in supply for this paint machine since it is people need best the way to paint wall in short time. Paint machine a customer-friendly which is helps people saving time and ease to paint the wall. As many years passed by, the living accommodation cost is always increasing. Nowadays, there are some company cannot afford to buy paint machine that is increasingly sophisticated. Therefore, this product can help the consumer to have this technology that is affordable and easy to use. The company target market will be based on big hardware store since this store mostly provides the best equipment or tools for users. For initial intensive selling effort, the company has set the target customers in other words, types of customer groups that would buy our product. My company target customer is for working Contractor Company and family or parent who needs this product to paint the wall they needed without hiring the workers. It is because this product is designed to save time and ease in paint the wall. It will minimize the time for people that not have much time on spending to this kind of activity.

A) Brief description of the business and product concepts

My product is Speedy Paint Machine which it uses a concept that you can paint any taller building or house without the use of any hire work force. This product functioning well when you just need to use remote control to control the directions to paint the wall and people do not need to climb stairs to paint the wall.

B) The target market and projections

My target market is contractor, corporate company and hardware store. The contractor is a person or company that arranges to supply materials or workers for building or for moving goods.

C) The competitive advantages

This product functioning well when it just need to use remote control to control the directions to paint the wall and people do not need to climb stairs to paint the wall. What makes is difference from other company which is Wagner spray technology is we use hydraulic system to adjust the height to paint the wall and a tank that can connect to the brush paint when it's in higher level. While for my product, it provides the maintenance of product if the product cannot function well as we use remote control and hydraulic system.

D) The profitability

Corporate company is the company with higher reputation. So, they will make their building become beautiful as much as can. They will need to use my product to paint their building easily, faster and safety environment. Hardware store is a shop selling tools, implements and other items used in home life and activities such as gardening. In Malaysia, hardware shop is one of the stores that have many customers. So, will achieve higher profitability because the demand by the consumers that knows my product advantages.

E) The management team

The position that has in my company is consists of General Manager, Human Resources, Financial, Operational, Marketing, Research and development. Each of the position has the specific roles in this company and the important to success the selling our product is the teamwork.

3.0 PRODUCT OR SERVICE DESCRIPTION

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

Painting used a lot of energy and it takes long time to complete the work. It can delay other work if we want to paint the house or building. So, i have improved that problem by using pulley and motor that moves the roller up and down in in our product. In order to control the direction of the roller paint, it connected remote control with the pulley and machine. So it will help the user to make sure the wall is painted well. The size of speedy paint is 3mx0.7m which can save space because it not so bulky. It also can fit up to 10 gallon of paint with translucent compartment which the painter can monitor the paint easily. It is detachable to change the paint colour. The roller does not need to dip into the paint because speedy paint has the technology that called suction pump that distributes the paint evenly to the roller. Speedy paint has the wheel to ease the user to move it. The power supply is using the Li-Ion 24v 100ah which can sustain 42 hours to supply the energy to the pulley and suction pump. I also produce a plug at the pole to get power from the generator.

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

Speedy Paint is a painting tool that very useful for the customers that want to paint easily with less time and energy consuming. This Speedy Paint Machine allowed painter to relax, control the machine by using controller provided and let the machine do their work. Customer can paint any taller building or house without the use of any hire work force. The inventions of this machine also promote the safety aspect for painter which provides an easier way to paint the wall without climbing scaffolding or ladder. By experiences of my new product, my company give consumer satisfaction in term of control, usability and accessibility.