



UNIVERSITI TEKNOLOGI MARA
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BACHELOR OF SCIENCE (HONS.) MANAGEMENT MATHEMATICS



BLUEPRINT: RECHARGEABLE HEATER AND COOLER BOTTLE

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : Blueprint

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EXECUTIVE SUMMARY

BEBE Enterprise located in Cheras, Kajang that focus on the production of heater and cooler bottle which called as rechargeable heater and cooler bottle. This product produced by BEBE Enterprise is heater and cooler bottle that can be used anywhere and anytime. This bottle can be recharge by using solar energy and this bottle can heat up water or drinks inside the bottle up to 10 Degree Celsius when shaking the bottle. It can help solve the problem of people that have limited time through their daily life. The company was started on January 2020 and focusing to targeted customer who is occupation are students and employees, and focusing on people who take public transport going to office, people that always need to face traffic jam in the morning and also student that live in hostel. As the beginning for the business, we will concentrate in Peninsular Malaysia. Marketing of the product will be made through media social, official websites, banner, and give promotion price when launching the product. This product is a new product in Malaysia with combination of technology also design concept of decoration. The simple and light design makes the product easier to be used anywhere and anytime. The selling of this product will be starting from November 2020. As agreed in our agreement, every partner will contributed some amount of capital as start-up this business. We have agreed that Nuraiman Khaliesah as the General Manager that will lead this business successfully. Then, other positions which are as the Administrative Manager, Marketing Manager and Financial Manager will be given to other members which are Nadzatul Hajar, Syafiqa Emylyana and Nuralya Syafiqah respectively. Each partner has their own obligation and responsible that needs to follow and manage in order to have successful business.