



اَوْبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT

TECHNOLOGY ENTREPRENEURSHIP (ENT600): BLUEPRINT

CPH

CPH ENTERPRISE

FACULTY : Faculty of Computer and Mathematical Sciences
PROGRAMME : CS 248 - Bachelor of Sciences (Hons.) Management Mathematics
SEMESTER : 6
PROJECT TITLE : CPH Smart Dustbin Pro Max
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EXECUTIVE SUMMARY

i) *Brief Description of the Business and Product Concepts*

CPH Enterprise is a company that produce the latest version of smart dustbin. The latest smart dustbin that had been introduce by CPH Enterprise is CPH Smart Dustbin Pro Max. CPH Smart Dustbin Pro Max is basically a dustbin with several specific features that will help user in order to take care of their household. CPH Smart Dustbin Pro Max had comes with a few features such as pressless lid, air quality control, an alarm to alert users once the smart dustbin is full or when the trash produce unease smell. CPH Smart Dustbin Pro Max also comes with rechargeable battery with fast charging, auto refill plastic trash bag, and auto seal plastic trash bag.

ii) *Target Market and Projections*

Although our product is suitable for all age, but our target customers are the household so it might be in between 25 years old to 65 years old. For those who already has family will be our target customers to buy CPH Smart Dustbin Pro Max because it is more convenience compared to existing dustbin. Other than that, people with income classification of M40 and T20 also will be our target customers. As for the beginning of the business, we will concentrate around the capital of each states in Malaysia. Marketing of the product will be made through media social such as Facebook and YouTube.

The projection of CPH Enterprise will be seen for the next three years in profit (RM) and market share (%).CPH Smart Dustbin Pro Max will have 3.063% in 2023 as our market share in the industry as we launched our product in the year 2021 which increasing about 2.071% for 3 years. It shows that the demand market for CPH Smart Dustbin Pro Max within three years will assume to be increased year by a year might be because many retailers of supermarket and hypermarkets have interest with the smart dustbin functionality of the CPH Smart Dustbin Pro Max as the price of the product is worth to purchase. Besides, the effect of our planning to expand the target market to Southeast Asian Countries might be the factor the sales projection is increased.

iii) *Competitive Advantages*

CPH Enterprise offered a high-quality performance for their product. There are several features that CPH Smart Dustbin Pro Max has but not at their competitors. For example, CPH Smart Dustbin Pro Max has a level sensor and weight sensor to detect the capacity of the waste inside the dustbin. CPH Smart Dustbin Pro Max has buzzer to make a sound if the weight sensor and level sensor reach their maximum level. CPH Smart Dustbin Pro Max also has air quality sensor to control air quality by making sound for the owner to throw the rubbish away once the trash in the dustbin produce unease smell.

iv) *Profitability*

The selling of CPH Smart Dustbin Pro Max is expected to start at the beginning of year 2021. We forecast that for the first year of selling (2021), we will sell for about 9,728 units of CPH Smart Dustbin Pro Max. For the next two years which are 2022 and 2023, we forecast that we will sell for about 18,307 and 30,037 units respectively. As for the profit forecast, we expected that we will get RM 904,509.44 for the year 2021 of selling CPH Smart Dustbin Pro Max. For the year 2022, the profit will increase by 88.19% which is RM 1,702,184.86. For the year 2023, the profit will increase by 64.07% as compared to the year 2022 which is RM 2,792,840.26.

v) *Management Team*

CPH Enterprise consists of six partners in the top level management. Each partner has contributed certain amount of capital as agreed in our agreement. We agreed that Muhammad Asyran bin Shafie as Chief Executive Officer, Muhamad Adam Rahman bin Mohd Ramlan as Administrative Manager, Ummu Afiqah Sakinah binti Abu Mansor as Financial Manager, Nurzahirah binti Mohd Yussof as Marketing Manager, Muhammad Hazim bin Abdul Rahman as Operating Manager, and Zawani Najiah binti Rasli as Sales Manager (Section 5.1, Figure 5). Each partner has its own responsibilities where all partners are required to handle and manage the operations of the department wisely.

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