



TECHNOLOGY BLUEPRINT REPORT



NH SMART SENSOR BOTTLEBLENDER

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1.0 EXECUTIVE SUMMARY

Nowadays, people are very concerned about their own health despite having a busy life. Due to that busy schedules and activities, they do not have time to keep track of their daily dietary intake. The nutrients that should be needed and should be out are not been detected henceforth concern a lot of people. Therefore, we have produced a product that can relief everyone's problem and bring comfort with the name 'NH BottleBlender'. It has a high technology to detect nutritional food value and more technologies. The company is established in January 2020 and focuses on target customer with certain age of 18 to 40 years old in the working age group which is workers and students. The company is a partnership company that manufacturers are located in Kuala Lumpur. At the beginning of business, we will concentrate states in Malaysia and slowly expand. Marketing will be made through social e-commerce, social media, flyers, retail stores and websites. NH BottleBlender is a new product that can improve our lifestyle in a better way and a great investment for individuals that really take care of their own health but needs to save time. It is light which can be carried everywhere and anywhere whilst with various colours and high-quality components. The prediction of total market size for three years is consistent by 45% where it will rise more in the future, although the market share and sales will grow by at least 0.000100% for within three years. In this company, it is a partnership with the every partner contributed a certain amount of capital which are Nadzatul Hajar as a General Manager, Nuraiman Khaliesah as Financial Manager, Syafiq Emylyana as Administrative Manager, Muhammad Amirul as Marketing Manager and Muhammad Adam as Operation Manager. Each partner has its own obligations where all partners are expected to plan and manage the department's operations wisely.

2.0 PRODUCT OR SERVICE DESCRIPTION

NH BottleBlender is a new product produced by NH Enterprise. The product is basically the bottle that can blends, keeps drink temperature and easily carried anywhere, everywhere. This product has its own specialty from other existing blender that used by customers. Existing products need not to use direct electricity from power supply all the time as it is charged using battery. This NH BottleBlender is a friendly and practical to be used when travelling and during hectic schedule. The smart sensor that features in this product can detect food nutritional value once food is put into the product. The NH BottleBlender is also light in weight and convenient as it needs to be carried anywhere and everywhere. The overall net weight for the NH BottleBlender is 0.9 kg while the load capacity is about 0.45 kg and its dimension is 80mm x 80 mm x 245 mm. Customers can choose the product's colours that are available with four colours which are black, white, blue and pink.

In terms of power supply, NH BottleBlender has rechargeable features that needs to charge when the battery is on lower percentage. The 3.4 V battery needs to be charge for at least 2 hours for fully charged blender through a charging port using a USB. After the battery is full, the battery can last long for almost 10 times usage of the product. It has an LED indicator that shows the percentage of battery left which is easier for us to know how many we should charge to bring the blender before bringing them during travelling. The bottle that equipped in the product is resealable and to ensure there is no leaking problem arise, NH BottleBlender has sport-style resealable lid that a cap which 'clicks' securely into place to seal the bottle and has a silicone so that it will be easier to carry the bottle everywhere and anywhere without slipping. Other simple resealable lid is equipped for the bottom part of the container needed so it can be closed during blending process.

NH Enterprise has produced a new product that has a unique and extraordinary feature. The features provided differentiate NH BottleBlender with the existing blender in the market. It has own speciality where the bottle blender is included with smart sensor scale that can detect and measure nutritional food value by using a technology that will later explained further in detailed in next chapter. By taking the advantage of the vast usage of smartphone everywhere in this modern world, this product shows the latest nutritional food value through nutrition system app. It has additional speciality as it combines with the blender equipped together with water bottle. The materials used to produce the bottle blender are also more convenient since the water bottle can keep the temperature than the existing one. Furthermore, the material used in the water bottle is environmentally friendly does not harm one's health as it uses durable BPA-free material which is also sustainable and stain resistant. The similarity with the existence products is probably in usage of 304 stainless steel blades