



TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT OF MUMU STYLE ENTERPRISE FOR PREMIUM MODISH DUSTBIN

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Executive Summary

Mumu Style Enterprise will develop a product that will be categorised as Smart Home appliances. In this report, the products that will be develop is a smart dustbin. The idea of the smart dustbin come from the problem that arise such as forgetting to throw away trash, hygiene issue, re-filling the garbage bag and tidying-up the garbage bag that consuming a lot of time.

The products description discusses the purpose of developing Premium Modish Dustbin where it is to make the consumer life easier and cater all the problem mentions. The technology that will be implement in Premium Modish Dustbin are automatic open-close lid, a battery charging, a solar system for battery charging, an auto tide up (sealing) and refill garbage bag based on weight of the trash, Wi-Fi to notify battery low and the weight of the trash and a melody alarms.

A target market is also being decide based on the market analysis. The analysis finds that the major customer suitable for the products come from the middle-class household in Malaysia. In addition, the market growth due to the pandemic is also being analysed and be one of the elements in deciding the market size of current product.

The competitive advantages show that Premium Modish Dustbin products have more advantages compare to the competitors. The different shows that one of the competitor's technology feature is the motion sensor and automatic close lid when fire. It is indeed one of the good features but the weakness of the product such as small space inside the dustbin are not suitable for home. In addition, Premium Modish Dustbin are seen to cater most of the problem mentions.

The management team consists of eight people that will be the leader for their specialised team.

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