



اَوْبُورِ سَيِّتِي تَيْكُونُ لُو كِي مَارَا  
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***BUSINESS BLUEPRINT FOR THE COMPANY OF MAJU  
SDN BHD (EZ BIN)***

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## TABLE OF CONTENT

TABLE OF CONTENT .....	ii
LIST OF TABLES.....	iii
LIST OF FIGURES .....	iv
LOAN APPLICATION LETTER .....	v
CHAPTER 1: EXECUTIVE SUMMARY .....	1
CHAPTER 2: PRODUCT DESCRIPTION.....	2
CHAPTER 3: TECHNOLOGY DESCRIPTION.....	3
CHAPTER 4: MARKET ANALYSIS AND STRATEGY.....	6
4.1 Target Market.....	6
Customer .....	6
4.2 Market Size and Trends .....	7
The Current Total Market .....	8
4.3 Competition and Competitive edges.....	8
Comparative features between Competitors.....	8
4.4 Estimated Market Share and Sales .....	9
Market Share .....	9
Sales Forecast.....	10
4.5 Marketing Strategy .....	11
Overall Marketing Strategy .....	11
Pricing.....	11
Service and Warranty Policy .....	12
Advertising and Promotion .....	12
Distribution .....	12
CHAPTER 5: MANAGEMENT TEAM .....	14
5.1 Organization Team.....	14
5.2 Key Management Personnel.....	15
Career Highlights .....	15
Duties and Responsibilities .....	20
5.3 Management Compensation and Ownership .....	21
5.4 Supporting Professional Advisors and Services.....	21
CHAPTER 6: FINANCIAL ESTIMATES.....	22
6.1 Source of Finance.....	22
6.2 Start-up Cost .....	23
Administrative Expenditure.....	23

Marketing Expenditure.....	23
Operation Expenditure.....	24
6.3 Working Capital .....	25
6.4 Start-up Capital and Financing .....	26
CHAPTER 7: PROJECT MILESTONE.....	27
CONCLUSION.....	28
REFERENCES.....	29

## LIST OF TABLES

Table 1: Market Segmentation of Maju Sdn Bhd .....	6
Table 2: Calculation of Market Size for EZ Bin in Malaysia .....	7
Table 3: Total Market Size for Maju Sdn Bhd .....	8
Table 4: EZ Bin Competitors Information .....	8
Table 5: Market Share before the entrance of Maju Sdn Bhd .....	9
Table 6: Estimated market share after the entrance of Maju Sdn Bhd.....	10
Table 7: Sales Forecast for 2020 .....	10
Table 8: Biodata of General Manager .....	15
Table 9: Biodata of Administration Manager .....	16
Table 10: Biodata of Marketing Manager .....	17
Table 11: Biodata of Operational Manager .....	18
Table 12: Biodata of Financial Manager.....	19
Table 13: Task and responsibilities of every position .....	20
Table 14: Equity Invested by the Management Team .....	21
Table 15: The List of Supporting Professional Advisor .....	21
Table 16: Project Implementation Cost and Sources of Finance .....	22
Table 17: Administrative Expenditure.....	23
Table 18: Marketing Expenditure.....	23
Table 19: Operation Expenditure.....	24
Table 20: Working Capital for Maju Sdn Bhd .....	25
Table 21: The start-up capital and financing of Maju Sdn Bhd .....	26

## LIST OF FIGURES

Figure 1: The prototype of EZ Bin .....	2
Figure 2: Passive Infrared Motion Sensor (PIR) .....	3
Figure 3: Wire Resistive Touch Sensor .....	4
Figure 4: Servo Motor Tower Pro MG995 .....	4
Figure 5: Illustration before the lid is close. ....	5
Figure 6: Illustration after the lid is closed, the full detection is activated. ....	5
Figure 7: Organizational Chart of Maju Sdn Bhd. ....	14
Figure 8: The Gantt Chart for Maju Sdn Bhd's Project Milestones. ....	27



## CHAPTER 1: EXECUTIVE SUMMARY

EZ bin is a smart trash bin that has a few functions like smart motion and touch sensor, motorized opening lid, alarm when it is already full of trash, auto trash bag sealing, internal fan, rechargeable and LED displaying the left power. The objective of this product is to help the household to easily handle their trash with hygiene.

The target market of Maju Sdn Bhd for EZ Bin is mass customers. The company chose this type of consumer group because they all need a trash bin at their home. Each house requires a smart trash bin instead of a traditional manual trash bin, so that they can handle their garbage more efficiently and hygienically.

What makes the new product of Maju Sdn Bhd which is EZ Bin is greater than other existing products. It is the functions of EZ Bin. EZ Bin has many more technological functions that differentiate it with other product such as the technology of LED displaying the left power. EZ Bin is also more affordable than other existing products.

The management team is a group of individuals working together in associations and as an enterprise. The management team of Maju Sdn Bhd consists of 5 positions which are General Manager, Operational Manager, Marketing Manager, Administration Manager, and Financial Manager. The team will work together to achieve the company's goal.

To conclude, the aim of this blueprint is to provide detailed information about how this company plans and executes strategies for selling this product. Those include executive leadership preparation, financial planning, marketing campaigns and project milestones.