



ENT600 TECHNOLOGY ENTREPRENEURSHIP BLUEPRINT REPORT



GO GREEN TRASH BIN

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2.0 EXECUTIVE SUMMARY

HAYAT GEN-TECH is one of the sole proprietorship undertakings manufacturing the market innovation product. The result of innovation that has been developed should meet the market needs and give the customer more benefits. One of the innovation products which HAYAT GEN-TECH will manufacture is Go Green Trash Bin. Go Green Trash Bin is a trash bin with a multifunction that separates a garbage from two different categories, such as recycler products and food waste, and then the food waste is a compost fertilizer. This trash bin is made from easy-to - clean stainless steel, solid and others. This product in innovation technology needs to operate with electricity supply. Go Green Trash Bin also a friendly user product.

Households and restaurants are the target audiences for the Go Green Trash Bin. This is because restaurants and households really need the trash bin which can make waste management simpler for them. This target audience is a person who will still be using the trash bin in their everyday lives.

A competitive advantage is that which makes the goods or services of a company superior to all other options of a consumer. Go Green Trash Bin will make restaurant and household waste management systems easier. It would also create a clean atmosphere due to recycling and the compost which can be used in fertilizer. The product is quite costly but it is suitable and affordable because of the product's features and the material which is used for the product. What's more, our product has an important feature that has the light indicator that will signify the customer's use of the product.

For the profitability of our product, we predict that our company will produce 600 units which is 400 units for the household size and 200 units for restaurant size for the first year. The price for Go Green Trash Bin product for larger size is RM8,200 per unit while the small size is RM5,300 per unit. So, the estimation for the profit that we will gain for the first year is RM 3,760,000 for both size of Go Green Trash Bin. Meanwhile, the next year,

we will produce more than the previous year to generate more profits. In the same time, the size of target market will be increased since the product will be known by the people.

HAYAT GEN-TECH consist of four partners which are General Manager, Financial Manager, Marketing Manager and Operational Manager. The General Manager for HAYAT GEN-TECH is Nur Hafiqah Binti Ahmad Hayat. Financial Manager for HAYAT GEN-TECH is Aisya Irdina Binti Hissamudin. Then, the person that in charge for Marketing Manager is Nuratikah Binti Zuhairi and the Operational Manager is Nursyahirah Najmy Binti Mohd Rosly. Each partners of HAYAT GEN-TECH have its own responsibilities where all the partners are required to handle and manage their own department under supervision of General Manager. Besides, through partners in HAYAT GEN-TECH also invest their own cash for capital in running this business which is RM10,500 each with contribute 25 percent of ownership shares. So, the total is RM42,000.00 for contributions.