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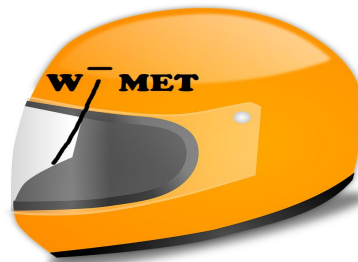


ENT600 TECHNOLOGY ENTREPRENEURSHIP

BLUEPRINT REPORT

ZR COMPANY

WIMET (HELMET - WIPER)



FACULTY : FACULTY OF COMPUTER SCIENCE AND MATHEMATICAL (FSKM)

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1.0 EXECUTIVE SUMMARY

1.1 Background Study

Every rider has a dream to ride their motorbikes without any obstacles especially during rainy days when in need of emergency. Although they wear a helmet with a visor, it is not enough to protect them from visual obstacles in the rain. A study by using the pairwise method of AHP has been conducted that failed to look due to unclear vision may have contributed to the road accidents in Malaysia (Liana Najib, 2012). Hence, it is crucial for them to have a clear vision while riding for their safety. Therefore, in this blueprint report, we from the ZR company came out with a solution to this problem.

1.2 Description of Product Concepts

We innovate the helmet wiper which is known as WIMET specially designed for this situation. WIMET is a helmet wiper that will be used in the rainy days to give a clear vision for the riders while riding. In summary, it consists of a small attachable and rechargeable wiper with solar energy on the visor for easy access. Users can use it anytime and anywhere with the features of attachable and detachable on the visor. Other than that, it is waterproof and mini size body shape which gives a convenient use to the users.

1.3 The Target Market and Projections

Our target market is 18 to 70 years old individuals who ride their motorcycles in the rain and stay in Malaysia because the weather of Malaysia is suitable for our product. This product can be bought from our website, our Shopee's account or through our social media's link that directly connects to our sellers. Our target customers are from low to high-level income because we provide products at affordable prices for all customers.

1.4 The Competitive Advantages

Since Malaysia still does not have any helmet-wiper in the market, the probability of our product to be in the market is higher. This contributes to an advantage for our business and people will discover our product. Although there is a substitute for helmet-wiper such as anti rain mist water, our product is more useful for long term periods.

1.5 The Profitability

The start-up cost for WIMET is RM 283 470. This is the estimation cost in our financial plan for this business. Besides that, in this blueprint report we estimated the amount of working capital which represents the amount of initial expenditure required to finance the daily operation until the business gets its first sale. Other than that, we calculated the total start-up capital incorporates both start-up cost and working capital needed to start a business.

1.6 The Management Team

Our team management in ZR Company consists of 4 people with different roles. Firstly, our General Manager and Financial Manager, Nurul Nazura Binti Onn who will lead the whole business and manage the financial plan and information. Next, our Operational Manager, Ikhwanudin bin Mohammad Faisal who will manage the operation of the product to run in order. Our Administrative Manager, Ku Nur Fitriah Binti Ku Ahmad Jamil will manage all the administration tasks and lastly our Marketing Manager, Muhamad Khairul Ikhwan Bin Onn will organize the marketing strategy based on marketing performance.