



اَوْنِوَرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**TECHNOLOGICAL ENTREPRENEURSHIP
(ENT600)**

BLUEPRINT

PRODUCT: iVacBot

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Chapter 1

Executive Summary

The culture that people are living nowadays care on technology more than labor work. This is due to the rise of technology to greater outcomes that flex to the future. The company, Dak Electronics Sdn Bhd is a type of electronics company that develops on technological appliances with outstanding features of technology since 2019. The product that become the standpoint for this time is the iVacBot which is an automated robotic vacuum cleaner none like any other available vacuum cleaner.

Our business goals on to become top developers in the industry of electronics appliances with a touch of new technological changes to solve people's problem in current technology and making advancements in the use of technology for a futuristic environment. Hence this product that have been developed and tested in many area's is a must want item for homeowner's around the world.

This product has its feature of having to do 2 jobs in 1 where it can vacuum while mop the floor with its feature of mechanism that is able to perform the work. Also the product carries not only a touch screen application on the device, it can also start doing its work with the use of voice command by the owner to start and stop the device anytime. Because of the product and its amazing features, it is no doubt that the product being marketed can attract the public in owning the item and generate profit for our company to carry on doing more technological products.

Since the target that is stated before is too broad, we are targeting on a smaller group which is the people around the town of Seremban 3 where it consist of mostly students in loan houses and normal homeowners. This is due to the focus that we stated which is for the

use of mostly students and homeowner's that could not afford to buy expensive electronics item to clean their home. The price for this device is affordable for the targeted people to pay. Hence this type of people usually is unable to do their house chores often.

The product that is being produced has occurred to have many competitors in the industry of electronics. This product is different from others as its main function not only to be convenient to use and easily handled, but mostly to be a solution towards people's problem in handling the cleanliness of their home. In the business we run, it is our goal to achieve the customer's satisfaction regarding the usability of our product rather than using other similar products.

Profit comes from the sales of the product generated from retail and online stores. Hence the profit helps the industry of electronics in a perspective where the introduction of our product will be the attraction of more customers due to its technological advancement and many more. Thus market demand of home appliances will rapidly increase due to the attraction this product is capable to do in the market.

Our company consists of five key management roles in which Mohd Razin Hazman is the Chief Executive Officer, Mohd Khalidi Khalid as the administrative manager, Muhd Nazmiruddin as the marketing manager, Muhd Nur Hasfizul as the financial manager and Ahmad Hafiz as the operational manager. Our company has been growing since 2019 and has ever been more successful.