



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**TECHNOLOGICAL ENTREPRENEURSHIP
(ENT600)**

TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT

**PRODUCT: iDVRobot, automated dry robotic vacuum
cleaner**

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1.0 EXECUTIVE SUMMARY

Nowadays, humans are very concerning about their time, getting their work accomplished in shorter time and product that consist of multitasking. People who are busy working will no longer have ample time to easy their residence and let their house in a messy condition or they will take the alternative if taking a smooth servicing to smooth their house. Therefore, we will produce a new product for customers that can also assist them which is a vacuum cleaner known as iDVRobot. The goal of this product is to beautify the existing product into a better product, to grant the customers' convenient, and to store clients time and energy. We produce vacuum cleaner iDVRobot that based totally on modern technological know-how which are consist of multipurpose features such as cleaning, mopping and purifying.

The goal market for our product iDVRobot are middle up to upper class such as housewife, students, and others on account that it is famous among humans as a pet as nicely as phase of lifestyle. We are assured that our merchandise are being marketed to appeal to the public and consequently provide a double benefit because this product is something that have to have for all people specially our goal market. We will focal point at Seremban, Negeri Sembilan to promote this product because these locations have practicable customers that may additionally help us in introducing our product.

iDVRobot is a straight forward which helps people saving time and energy. It will ease and limit the time for human beings that are constantly busy. Our product can recharge with the aid of itself by shifting routinely to the docking station when the battery is low. Our product is also the first product in that consists all the three feature point out above into one product. However, there are some human beings do now not have sufficient time to buy our product in stores. Therefore, human beings can purchase our product thru online retailer such as traveling our reliable website, Lazada, Shopee and GoShop. As we know, there will be the competitors for each product in the market such as our product. Panasonic, Electrolux and LG also have vacuum cleaner as their product. Hence, they will be our biggest competitors in the market as they are acknowledged properly by the consumers in Malaysia.

In addition, our corporation consists of 5 key management roles such as Muhammad Hasfizul as a Chief Executive Officer, Muhammad Ali as an administrative manager, Muhammad Abu as a monetary manager, Siti Salmah as a marketing supervisor and Siti Aminah as an operational manager. Our company does now not come across severe loss for three consecutive years started out from the year 2020 until 2022. However, the profitability of iMax Enterprise skilled has barely increased. More specified facts will be proven on the economic section.