



## **BLUEPRINT**

### **BookKoo Enterprise**

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**FACULTY** : FSKM

**PROGRAM** : BACHELOR OF SCIENCE (HONS)  
MATHEMATICS

**PROGRAM CODE** : CS249

**COURSE** : TECHNOLOGY ENTREPRENEURSHIP

**COURSE CODE** : ENT600

**SEMESTER** : 7

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**SUBMISSION DATE** : 5 JUNE 2020

## **ACKNOWLEDGEMENT**

My highest gratitude to Allah S.W.T for enabling me to complete this assignment of new product development on Spongy Book. My gratitude to the most important person, my ENT600 lecturer, Puan Tengku Sharifeleani Ratul Maknu Bt Tengku Sulaiman for her contributions, suggestions, encouragement, guidance and direction before and during the process of preparing and completion on this report. Without her help, I would not be able to complete this task completely. Other than that, thank you to my classmate that gives and provide such a useful information in helping me during the process of completion of this project. Every great experience requires the help, cooperation and support from many people for this project to be truly good. I would also want to thank my family for their material and moral support.

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## **EXECUTIVE SUMMARY**

Children are encouraged to read from an early age to improve their reading abilities, expand their learning of vocabulary and be able to read by themselves. Many parents know that different children learn in different ways. The problem arises when some children find it is hard to just read words from the ordinary storybooks. Hence, this may explain why animated books resulted in better comprehension than static books. Our main focus are to improve children's way of learning and education and introduce augmented reality (AR) storybook market in Malaysia in order to attain Industry Revolution 4.0. BooKoo Enterprise consists of 4 members in the management team. General Manager is the leader of the company that distributes the tasks to the other managers. The other managers are marketing manager, operational manager, administrative manager and financial manager. Each of them has their owned duties and responsibilities to cope with in order to make the company run smoothly.

## **1.0 PRODUCT OR SERVICE DESCRIPTION**

### **1.1 Detailed Product Description**

*Table 1.1 Description of the product*

<b>Characteristics</b>	<b>Description</b>
Product Name	Spongy Book with Augmented Reality (AR)
Colour	Colourful
Size	A5 (21cm × 14.8cm)
Material	Ethylene-vinyl Acetate (EVA) foam – Cover Page Coated Vinyl canvas – Content Page
Specification	<ul style="list-style-type: none"><li>• Made from waterproof material, (EVA) foam and Coated Vinyl canvas</li><li>• Lightweight and colourful</li><li>• Consist of various series of stories in the Spongy Book</li><li>• Built-in Augmented Reality (AR) applications for exciting learning</li><li>• 3D image will appear on the Spongy Book</li></ul>

The Spongy Book is in A5 size with 21cm × 14.8 cm and consists of 15 colourful pages made of waterproof fabric named Coated Vinyl canvas. I choose Coated Vinyl canvas as storybook's pages because Coated Vinyl canvas will not absorb water if it gets wet which can cause the pages to tear. Other than that, the hardcover is produced by Ethylene-vinyl Acetate (EVA) foam that is safe for children. Therefore, the storybook that will be produced is basically lightweight and has a variety of colours that can attract children's interest.