



اَوْنِيُوْرَسِيْتِي تِي كُونُوْمَا كِي مَارَا
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MARA

FERTILIFE ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): BLUEPRINT REPORT

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1 EXECUTIVE SUMMARY

In FertiLife, we always aim for the best for our consumer in terms of healthy lifestyle. FertiBin is a product where we encourage all consumer in making their own fertilizer with their own food waste in their household. FertiBin is an apparatus that helps in making compost fertilizer. It secretes a liquid form of catalyst that helps in progressing the decomposition of the organic waste. There will be also a bladed mixer which helps it mince into smaller bits for better storage of the fertilizer products. FertiBin is targeted to all middle to higher income level in Malaysia who's attracted to home gardening. In comparison to other product which already in the market, FertiBin offer an odorless storage compartment which brings it pleasant in handling the fertilizer. We believe FertiBin would bring a high profit because of the uniqueness in the product design and functionability.

2 PRODUCT DESCRIPTION

2.1 DETAILS OF THE PRODUCT

FertiBin is a product for a home gardener to use as a depository for food waste. From it, we can obtain a compost fertilizer. The aim for this product is to make a homemade fertilizer for the home gardener. By doing so, we can prevent excessive food waste. Besides, this product can encourage for consumer to save money. It also prevents excessive food waste in a particular household. A fertilizer made from organic material is a very eco-friendly as it does not spoil the soil for gardening. It will also make the crops very healthy.

2.2 APPLICATION OF FERTIBIN

FertiBin is made up from PVC material forming a 3 different compartment container. First compartment is for the storage of the food waste. It also secretes a liquid for act as catalyst. Second compartment is for grinder the waste into much more refine form. As for the third, it stores all the waste from second compartment in a cool condition. This is to prevent foul odor leaking out from the container. By doing so, we can obtain a homemade fertilizer to use in a home garden.

2.3 UNIQUE FEATURE

The unique features of this product are:

- Odorless

FertiBin is different from other product because while storing a food waste, it can produce a very bad smell, but FeritBin can remove any odor from leaking out from the container. It also secretes a pleasant smell to the surrounding.

- Fine grinding

The grinder grinds the waste into really refine solid as it really helps the catalyzer decompose the waste faster to form the fertilizer.

- Energy saving

The grinding and storing process consume very low power.

- Safety countermeasure

Equipped with safety failures feature to maintain the safety of the consumer.

2.4 STATE OF DEVELOPMENT OF PRODUCT

To fully develop this product, it takes around 2 to 4 months to make sure that this product is fully developed and has been tested before introducing to the customers. The first stage to develop this product is doing research and development where the company wants to study and understand the attitude of the customers towards the product that is going to be introduced. When designing the product, we focused on the product performance, reliability, durability, safety and some additional features of the product. Since this product is new and the technology is a modern technology, we must make sure that the product has no flaws so that it will satisfy the customers' need. The next step is doing the concept testing where we conduct a market survey to analyse the customers' perception or response towards the product. The cost to conduct this market survey is estimated around RM100. When we finalize the market survey result, the result shows us that the majority of the targeted respondents shows a strong acceptance towards the FertiBin. Overall, the cost involved while doing the process is estimated around RM300 to RM600 since it involved a lot of research and development (R&D).

2.5 PATENTS FEATURE

A patent is an exclusive right granted for FertiBin, which is a process that provides a new way of doing some things or offers a new technical solution to the problem. According to Patents Act 1983, a patent is an intellectual property right granted to an inventor giving them the exclusive right to make, use or sell an invention for a limited period which is 20 years.

2.6 OPPORTUNITY FOR PRODUCT LINE EXPANSION

In the future, this idea of the FertiBin might attract any other agricultural company or designer to come out with similar products. In order to make this FertiBin still relevant even in another five years, we will improve in the design of the bin. Other than making this bin more unique in design, we will come up with more creative ways of making fertilizer and apply to our FertiBin to make it more interesting and relevant to the customers. In terms of technology, as the year increases the technology that will be used in the bin also will be upgraded to a better version.