



اَوْنِبُوْا سِيَّتِيْ تَتَكُوْنُوْا لِيْ مِاْرًا
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EYE C U CCTV

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TABLE OF CONTENTS

LIST OF FIGURES	3
LIST OF TABLES	4
1 EXECUTIVE SUMMARY	5
2 PRODUCT DESCRIPTION	6
3 TECHNOLOGY DESCRIPTION	8
4 MARKEY ANALYSIS AND STRATEGIES	9
4.1 CUSTOMERS.....	9
4.2 MARKET SIZE AND TRENDS	10
4.2.1 THREE YEARS THE SIZE OF THE CURRENT TOTAL MARKET	10
4.2.2 POTENTIAL ANNUAL GROWTH	12
4.2.3 MAJOR FACTORS AFFECTING THE MARKET GROWTH	12
4.3 COMPETITION AND COMPETITIVE EDGES	14
4.3.1 THE STRENGTHS AND WEAKNESSES OF THE COMPETITORS	14
4.3.2 COMPARISON BETWEEN EYE C U CCTV AND OTHER COMPETITORS	15
4.3.3 COMPARISON IN FUNDAMENTAL VALUE	16
4.3.4 ADVANTAGES AND DISADVANTAGES OF THE COMPETITORS	16
4.4 ESTIMATED MARKET SHARE AND SALES	17
4.5 MARKETING STRATEGY	18
4.5.1 OVERALL MARKETING STRATEGY	18
4.5.2 PRICING.....	18
4.5.3 SALES TACTICS.....	18
4.5.4 SERVICE AND WARRANTY POLICY	18
4.5.5 ADVERTISING AND PROMOTION	19
4.5.6 DISTRIBUTION.....	19
5 MANAGEMENT TEAM	20
5.1 ORGANISATION	20
5.2 KEY MANAGEMENT PERSONNEL	21
5.2.1 CAREER HIGHLIGHTS OF THE MANAGEMENT TEAM.....	21
5.2.2 DUTIES AND RESPONSIBILITIES OF THE MANAGEMENT TEAM.....	23
5.3 MANAGEMENT COMPENSATION AND OWNERSHIP.....	24
5.4 SUPPORTING PROFESSIONAL ADVISORS AND SERVICES	24
6 CONCLUSIONS	25
7 REFERENCES	26
8 APPENDICES	27

LIST OF FIGURES

Figure 1: Market share before and after the entrance	17
Figure 2: Organization chart	20

LIST OF TABLES

Table 1: Cost of production	10
Table 2: Market size.....	11
Table 3: The 3 years of total market of the product.....	12
Table 4: Strengths and Weaknesses in Terms of Company.....	14
Table 5: Strengths and Weaknesses in Terms of Product.....	14
Table 6: Comparison between EYE C U CCTV and other competitors.....	15
Table 7: Market Share.....	17
Table 8: Career highlights.....	22
Table 9: Duties and responsibilities of management team	23
Table 10: Management compensation and ownership.....	24
Table 11: Supporting professional advisors and services	24

1 EXECUTIVE SUMMARY

Nowadays, people are concerning about their safety because crimes are kept on increasing every day. Therefore, WIT Technology decided to provide an improved CCTV called EYE C U CCTV to the market in order to solve customer's problems regarding the images and audio produced by the CCTV. This CCTV offers a high-resolution image and a highly sensitive audio with a better technology. Moreover, our target market will be based in Kuala Lumpur since the company is located in Kuala Lumpur. Thus, WIT Technology is targeting high-income workers and that would be 20% from the total population of working adults in Kuala Lumpur as their target customer. The differences between EYE C U CCTV to the other competitors are the product is user-friendly because it is easy to install and the design is compact and lightweight. The technology used which is Audio-Visual Technology and it is claimed to be the easy technology to understand so make it easier for the customers. The price also is affordable compared to the price of other CCTV. WIT Technology estimate the profit on the 2nd year to gain it by RM 2 000 000.00. The management team in WIT Technology consisted of the chief executive officer (CEO), administrator, marketing manager, financial manager, operational manager and the technician. WIT Technology hired hard working and experienced employee to ensure the business is running efficiently.