



**UNIVERSITI TEKNOLOGI MARA MALAYSIA**

**TECHNOLOGY BLUEPRINT:  
COMPOST FERTILIZER MACHINE**

**Faculty** : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES  
**Program** : BACHELOR OF SCIENCE (HONS.) STATISTICS  
**Program Code** : CS241D1  
**Course** : TECHNOLOGY ENTREPRENEURSHIP  
**Course Code** : ENT600  
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**Submission Date**

29 JUNE 2020

## **ACKNOWLEDGEMENT**

Praise upon Allah S.W.T because of His generosity and merciful, my TECHNOLOGY BLUEPRINT report has completed on time.

First of all, I would like to express our gratitude to Madam Zaidatulhusna Mohd Isnani, my lecturer of Technology Entrepreneurship (ENT 600), who always guide and support us through the completion of my TECHNOLOGY BLUEPRINT report.

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 Brief description of the business and product concepts**

According to the waste management and public cleansing corporation, Malaysia generated 38142 tonnes of food waste per day in 2018 increase from 19000 tonnes in 2005. It is almost half which is 44.5% is food waste that includes organic materials that can be composted. In Malaysia, industry of composting has been growing in popularity.

Easy Green Compost Sdn Bhd is the names of our company. The names is given based on the description of our product which is compost fertilizer machine that convenience for the customer to used. Besides, “Green Compost” means our produce the end product that save our environments from green house emission by producing compost fertilizer from food waste. The concept of our product focusing in the improvement of technology from existing product compost machine in the market.

Easy Green Compost Sdn Bhd is a company that produce a products in the composting industry. We are producing a product based on the improvement of technology which is aligned with the customer’s need. The concept of our product to accelerate the composting process and at the same time produce a quality compost fertilizer by using technology organic catalyst “Sustained Release” that is implemented in our compost fertilizer machine.

We are believed that our company’s product are being marketed to attract potential customers and provides a benefits for both company and fulfil their needs to overcome customer’s problem.

### **1.2 The target market and projections**

Based on the product, our target market based on the market segmentation which is waste management company that cooperate with the local authorities. We are focusing on the waste management company because they are having a problems with the insufficient disposal site because of the increasing food waste in Malaysia. Basically, our product will help to minimize food waste at landfills by accelerate the composting process so more food waste can be composted.

### **1.3 The competitive advantage**

Our company produce a good or service more efficiently than its competitors that creates a comparative advantages. Our company produce a compost fertilizer machine from the high quality of material such as stainless steel that makes the machine more durable and makes it lower cost maintenance. Besides, Easy Green Compost Sdn Bhd also provide a product with the technology at the affordable price. With the advanced technology, patent protected products drivers of differential advantages.

### **1.4 The profitability**

Compost fertilizer machine is the one of the product that is needed by waste management and local authorities to overcome their problems and fulfil their needs indirectly makes the product

have a potential growth in the market. By introducing and improvement made to this product, the company gained the profit from the sale activity. Thus, the company can increase the production of product and indirectly increase the market demand.

### **1.5 The management team**

Easy Green Compost Sdn Bhd have a partnerships that consists three members. They are Chief Executive Office, General Manager and Managing Director. This management team operate at the higher level of organisation and responsible and managing the business function day to day. Our management team also responsible creates the business strategy and ensure the business objectives are met.

## **2.0 PRODUCTS OR SERVICES**

### **2.1 Product Detail**

- **Stainless steel**

Easy Green Compost fertilizer machine made up from fully stainless steel which is durable and not easy to rusty and the most important its high corrosion allowing it to be used in rigorous environments. It is also resistance to fire and heat allowing it to resist scaling and retain strength at high temperatures that allowed the machine to operate more than eight hours.

- **DC Motor**

Compost fertilizer machine used DC motors which is a class of rotary electrical motors that converts direct current electrical into mechanical energy. The DC motors are high torque and can quick starting and stopping with voltage input to ensure the grinder can move efficiently.

- **Neat cover**

The neat cover function as to protect the compost fertilizer from the sunlight and also to prevent any unpleasant smell that come out from the leftover (food waste)

- **Wire**

The size of the wire used in the product about 3mm and also the length of the wire used is about 2 meter length. The function of the wire is to transfer the electrical energy to the DC Motor and to make sure the machine can be function as normal.

- **Switch**

There is two switch in the machine. The first push button is used for washing mode and the second push button is used for compost fertilizer mode which is allowed the machine to process the leftover (food waste).