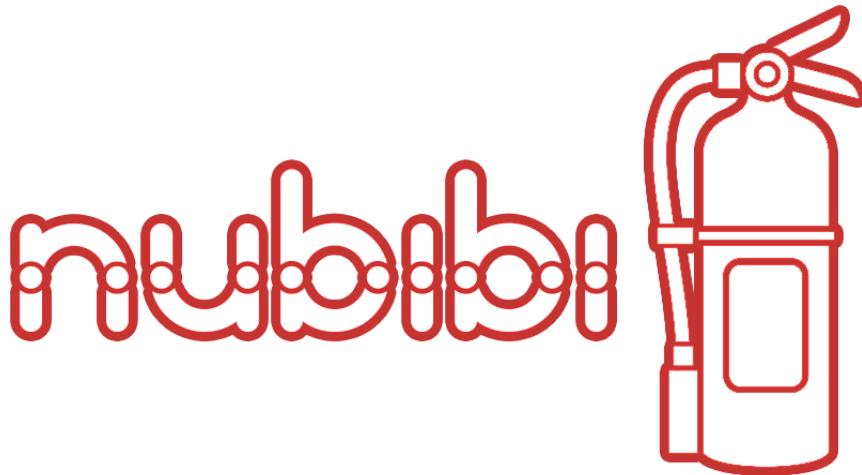




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TABLE OF CONTENTS

LIST OF TABLE	ii
LIST OF FIGURE	ii
1.0 EXECUTIVE SUMMARY	1
1.1 BRIEF DESCRIPTION OF BUSINESS AND PRODUCT CONCEPTS.....	1
1.2 TARGET MARKET AND PROJECTIONS.....	1
1.3 COMPETITIVE ADVANTAGES.....	2
1.4 PROFITABILITY.....	2
1.5 THE MANAGEMENT TEAM.....	3
2.0 PRODUCT OR SERVICE DESCRIPTION	4
2.1 PRODUCT DESCRIPTION	4
2.2 APPLICATION OF THE PRODUCTS AND SPECIAL FEATURES.....	7
2.3 PRODUCT COMPARISON WITH EXISTING PRODUCT.....	9
2.4 NEW PRODUCT DEVELOPMENT PROCESS.....	13
2.5 INTELLECTUAL PROPERTY OF THE PRODUCTS	15
2.6 OPPORTUNITIES FOR EXPENSION OF THE PRODUCT	15
3.0 TECHNOLOGY DESCRIPTION.....	16
4.0 MARKET ANALYSIS AND STRATEGIES	20
4.1 CUSTOMER	20
4.2 MARKET SIZE AND TREND	21
4.3 COMPETITION AND COMPETITIVE EDGES	29
4.4 ESTIMATED MARKET SHARE AND SALES.....	33
4.5 MARKETING STRATEGY	35
5.0 MANAGEMENT TEAM	38
5.1 ORGANISATION.....	38
5.2 KEY MANAGEMENT.....	39
5.3 MANAGEMENT COMPENSATION AND OWNERSHIP.....	43
5.4 SUPPORTING PROFESSIONAL ADVISORS AND SERVICES	44
6.0 CONCLUSIONS	46
7.0 APPENICES.....	47

LIST OF TABLE

Table 2.1: Product Comparison with Existing Product	9
Table 2.2: NPD Process	13
Table 3.1: Components in Push Button	18
Table 3.2: Components of Gear System	19
Table 4.1: Flame Defence Fire Extinguisher Specification	21
Table 4.2: Estimated cost for every components	22
Table 4.3: Product Market Share and Sales	25
Table 4.4: Potential Annual Growth	27
Table 4.5: Strengths and Weaknesses of the Competitors	29
Table 4.6: Comparison Within Competitors	30
Table 5.7: Estimate Market Share and Sales	33
Table 5.1: Career Highlight	39
Table 5.2: Duties and Responsible	41
Table 5.3 Ownership and Equity	43
Table 5.4: Professionals Advisors and Services	44

LIST OF FIGURE

Figure 1.1: Management Team	3
Figure 2.1: Overall Features Flame Defence fire extinguisher	5
Figure 2.2: Gear system concept	5
Figure 2.3: Locking system concept	6
Figure 2.4: Trigger and locking system function	6
Figure 2.6: Flame Defence fire exinguisher	8
Figure 3.1: Polycarbonate Glass	16
Figure 3.2: Example of cracked polycarbonate verses laminated	16
Figure 3.3: Push Push Button Concept	17
Figure 3.4: Gear System concept	18
Figure 4.1: Market Share Before Nubibi Sdn Bhd Enter	34
Figure 4.2: Market Share After Nubibi Sdn Bhd Enter	34
Figure 5.1: Organization Chart	38

1.0 EXECUTIVE SUMMARY

1.1 BRIEF DESCRIPTION OF BUSINESS AND PRODUCT CONCEPTS

Nowadays, the government had established a rule that each of the house must have fire extinguisher. Even though the government had established the priority on having the fire extinguisher since 2012, the society still is not aware of the importance of the fire extinguisher. One of the problems is they need to regularly maintain the fire extinguisher yearly. The cost of the fire extinguisher is also quite high. However, due to the limiting product which specific in this area of health lead us to find the solution. Therefore, the company has come up with the idea to ease the consumers to inspect the fire extinguisher.

Nubibi Sdn Bhd has completely reinvented the current existing related product which is Flame Defence fire extinguisher that is more user friendly and self-inspection. The product no longer need to be service for every year since there is an alternative for the users to inspect the fire extinguisher by themselves. The product was also design to eliminate the complaints on the difficulty in use the fire extinguisher which is the problem on taking out the locking pin. The company change the locking pin to the new kind of locking system that use lock and unlock button.

The Flame Defence fire extinguisher also has the holder lifter. The function of the holder lifter is to ease the old people and kids to lift up the fire extinguisher by two people or by using two hands. Last but not least, the Flame Defence fire extinguisher is equip with the glowing line that can ease the users to find the fire extinguisher in the dark place.

1.2 TARGET MARKET AND PROJECTIONS

Nubibi Sdn Bhd is focusing the Flame Defence fire extinguisher to customers around big and developed states in Malaysia especially in Penang, Perak and Kedah then spread to other state in Malaysia. The main focus is on the society that aware with the safety and the income level is RM 4000 and above, which have the strong purchasing power. Furthermore, the company are also targeting the industrial companies and housing developer companies that provide the facilities for the Semi D houses and Bungalow houses. The customers are easily reached the product because the products are distributed to major retailer in Malaysia such as MR. DIY and ACE Hardware. Moreover, the customers also can direct purchase from the company and online purchase through the company website.

For the marketing, the company focusing on promoting product by online advertisement. While for launching of the product will be held at retailer with our sell representative.

1.3 COMPETITIVE ADVANTAGES

Since the company has created a complete new design of fire extinguisher, the physical features and attributes of Flame Defence fire extinguisher itself can give us an upper hand compare to the other conventional fire extinguisher. this is because it is the only new design of fire extinguisher that can be inspect by the users. Furthermore, the Flame Defence fire extinguisher use the unlock and lock button as the locking system. This make the product is easier to be conduct by the users.

Other than that, the product also provided the holder lifter that make the fire extinguisher easily to conduct by two people to lift it up. This is ease to the kids and old people. Lastly, the Flame Defence fire extinguisher also attached the glowing line around it. This is very unique compare to the other fire extinguisher, since the company consider the important on finding the fire extinguisher in the dark place. This make the users easily to detect the fire extinguisher at night.

1.4 PROFITABILITY

Nubibi Sdn Bhd estimates the sales for the first year is RM 458 496 and the sales will increase within three years. The market size of the company was involving areas in Penang, Kedah and Perak. The sales obtained based on the forecast of the market share. The relation is based on the number of units of product that are able to penetrate the market every year. Our company does not anticipate any cash flow problems arising and able to cover up the total start-up capital.

The company total start-up capital amount is RM 1 150 000. The start-up capital is involving both non-equity investment and equity investment. For the non-equity investment, the company does a bank loan with Maybank on New Entrepreneur Fund (NEF). The amount for the non-equity investment of the company is RM 1 000 000. While for the equity investment it consists of three members of ownerships to the company. The amount of equity investment of the company is RM 150 000.