



TECHNOLOGY OF ENTREPRENEURSHIP (ENT600):
TECHNOLOGY BLUEPRINT ON GOBABY CARSEAT

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1.0 EXECUTIVE SUMMARY

GoBaby Enterprise produced a technology named GoBaby CarSeat. This baby car seat has an airbag system that will protect the children from throw forward. The airbag will inflate if the car seat has detected a collision. Besides, GoBaby CarSeat also comes with Sensor Safe alarm system where it will notify the parents if there is an uncomfortable thing happen around the children. This baby car seat also produces a lightweight to easier the parents. Moreover, the parents can get a cover bag for the car seat in every purchasing. The most important is GoBaby CarSeat can be trusted because the company had applied SIRIM certificate. This baby car seat is an innovative product since there is no similar function of car seat exist yet.

The target market for this baby car seat is the parents in M40 and T20 categories. Further explanation about the potential buyer will be explained in the marketing section. The competitors for GoBaby Enterprise are Jarrons & Co. and Chicco since they also produce the same product which is the baby car seat. Therefore, GoBaby Enterprise must achieve the business goal to compete with great competitors.

GoBaby Enterprise consists of five managerial roles which are Nur Syahirah Binti Mohd Isa as a general manager, Siti Kalsom Binti Zamree as administration manager, Fatin Noor Hazwani Binti Mamat as marketing manager, Sabrina Binti Zainudin as a financial manager and Muhammad Rahin bin Maarof as an operational manager. The company have own baby store located at Petaling Jaya, Selangor. It is quite strategic since it near Kuala Lumpur that it is near the other competitors.

The company gain a 50% profit from selling price of GoBaby CarSeat. The commercialization potential of GoBaby CarSeat is by distributing to the company that has a joint venture. The companies are including Happikiddo, My Lovely Baby Store, Anakku and Manjaku baby store. The customer also can get through and purchase the car seat by using Shopee and Lazada. The company also have spread the company and product information through website, social media, banner and flyers.