



اَوْنِيُوْرَسِيْتِي تِيْكِنُوْلُوْكَوْمِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **TECHNOLOGY BLUEPRINT FIRE MIRRORCLE EXTINGUISHER**

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**Faculty** : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES  
**Program** : BACHELOR OF SCIENCE (HONS.) STATISTICS  
**Program Code** : CS241  
**Course** : TECHNOLOGY ENTREPRENEURSHIP  
**Course Code** : ENT600  
**Semester** : MAC 2020 – JULY 2020  
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**Submission Date**

**29<sup>th</sup> June 2020**

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## 1.0 EXECUTIVE SUMMARY

### 1.1 Brief Description of the Business and Product Concepts

Fire Armour Sdn Bhd is a partnership company that manufactures fire protection equipment. This company is located in Petaling Jaya, Selangor. This company produces various kinds of fire extinguisher such as ABC Dry Powder Fire Extinguisher, Carbon Dioxide Fire Extinguisher, Foam Fire Extinguisher, and a few equipment such as fire hose, fire blanket, home kit and smoke alarm.

This company comes up with a new product which is fire extinguisher with new technology. The product is called the Fire Mirrorcle Extinguisher. The word "Mirrorcle" represents the viewing window that is attached at the top of the fire extinguisher tank. Besides that, this product comes with a glow-in-the-dark and reflective tape that will produce light in the dark to ease users to find the fire extinguisher when they are trapped in a dark situation.

Name	
<b>Name</b>	<b>FIRE ARMOUR SDN BHD</b>
<b>Address</b>	No. 29, Lot HS-07, Ground Floor, Suria Tower, Jalan Berlian 2, Mutiara Damansara, 47810 Petaling Jaya, Selangor Darul Ehsan.
<b>Telephone number</b>	+603-07022828
<b>Fax number</b>	+603-07022829
<b>Website</b>	www.firearmour.com.my
<b>Main Activity</b>	Manufacturer
<b>Form of Business</b>	Partnership
<b>Date of Registration</b>	2 February 2017
<b>Date of commerce</b>	28 February 2017
<b>Registration number</b>	322629282774 (223455 – K)
<b>Bank Name</b>	Maybank
<b>Account no</b>	162320002829
<b>Initial Capital</b>	RM 600,000

### 1.2 The Target Market and Projections

The target market for this company is those people who are in the M40 and T20 income level as they can afford to buy the fire extinguisher. Besides that, the target market for this company is those who aged between 22 years old to 55 years old since the people in this age range are the ones who have high concern about safety. In the first few years of launching, this company targets to sell this product throughout the Peninsular Malaysia through wholesalers such as Aeon, Giant and Tesco.

### **1.3 The Competitive Advantages**

A fact that no one can deny in a business is the existence of competitors. To survive the business in the competition, a company needs to be more creative and innovative. Fire Armour Sdn Bhd comes out with a new technology on the fire extinguisher call the Fire Mirrorcle Extinguisher which is the “viewing window”. The viewing window can help users to reduce the cost of yearly maintenance for the fire extinguisher since users can self-check the condition of the powder inside the fire extinguisher by turning the tank upside down and the powder will be visible through the viewing window if it is still powdery which indicates that it is in good condition. Moreover, the cost of maintenance can be reduced because the technician does not have to disassemble the fire extinguisher and replace the powder even though it is still in good condition. Besides that, this product has a glow-in-the-dark and reflective tape that produces light in the dark which may help users to identify the location of the fire extinguisher in a dark situation.

### **1.4 The Profitability**

This company has a few strategies on the product marketing to ensure that this product attracts customers attention and customers will be satisfied with the quality and new improvement. In three years, this company is estimated to gain RM7,456,900.

### **1.5 The Management Team**

The management team for Fire Armour Sdn Bhd consists of General Manager, Financial Manager, Marketing Manager, Administrative Manager and Operation Manager. A General Manager is responsible for the overall business. A Financial Manager supports the management team by offering financial advice that can guide them to make the best decisions for the company. A marketing manager role is to manage the promotion and position the brand or product and the services that the company sells. An Administrative Manager is responsible for developing an engaging office environment and positive interactions with staffs and customers. Last but not least, an Operation Manager is responsible for ensuring the management of labour, quality control, safety measures and productivity to be successful and effective and also manages overall operations.