



اَبُو سَيِّدِي تَكُونُ لِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY BLUEPRINT: SMART TUMBLER

Faculty: Faculty of Computer and Mathematical Sciences

Program: Bachelor of Science (Hons.) Management Mathematics

Program Code: CS248

Course: Principle of Entrepreneurship

Course Code: ENT600

Semester: 6

Name: Norhafifi Azwana Binti Azman

Student Id: 2018673784

Submitted to

Madam Zaidatulhusna Binti Mohd Isnani

Submission date

29 June 2020

TABLE OF CONTENT

Contents	Page Number
1.0 EXECUTIVE SUMMARY	4
2.0 PRODUCT OR SERVICE DESCRIPTION	5-10
3.0 TECHNOLOGY DESCRIPTION	11-13
4.0 MARKET ANALYSIS AND STRATEGIES	14-24
5.0 MANAGEMENT TEAM	25-30
6.0 CONCLUSION	31
7.0 REFERENCES	32
8.0 APPENDICES	33-34

LIST OF TABLES

Table 1: Product specifications of SMART Tumbler

Table 2: Product applications of SMART Tumbler

Table 3: The summary of customer segments of 3-TIVE Enterprise

Table 4: Target market population at Klang

Table 5: Potential annual growth for 3 consecutive years

Table 6: The strength and weaknesses of competitors

Table 7: The characteristics of comparing products with competitors

Table 8: The fundamental values added/created in product with competitors

Table 9: Product or service market share and sales

Table 10: The key management roles and name

Table 11: The career highlights of management teams

Table 12: The duties and responsibilities of management teams

Table 13: The management compensation and ownership

Table 14: The lists of supporting professional advisors and services provided

LIST OF FIGURES

Figure 1: The prototype and descriptions of SMART Tumbler

Figure 2: Process of development involved in business

Figure 3: The organizational plan of 3-TIVE Enterprise

Figure 4: Double wall and vacuum insulated technology

Figure 5: The Lithium-ion battery

Figure 6: 3-pin wire cable

Figure 7: LED display

Figure 8: Business card of 3-TIVE Enterprise

Figure 9: The social media accounts of 3-TIVE Enterprise

3.0 EXECUTIVE SUMMARY

3-TIVE Enterprise is a new sole proprietorship company that involved in manufacturing industry that producing the SMART Tumbler. The purpose of producing this product is to provide a better experience and make it easier for customers to make or drink hot or cold water. Our SMART Tumbler is a type of water heating and cooling device as well as a flask that can store the water in varies of condition. It is an improvement product from the electrical kettle that composed with some unique features and functions such as rechargeable battery, LED touchscreen display, temperature setting, and safety lock. The concept of this product are actually to provide convenience for people to carry it anywhere, produce multifunction electrical kettle that can benefits the users, produce electrical kettle with safety lock to improve its safety, and produce electrical kettle that can keep and maintained the condition of water for a longer time.

Our target market for this product is people that stay at Klang area including bot urban and sub-urban areas. We mainly target for those who age from 10 years old to 49 years old. We also focus to people that have a lifestyle of a students, traveler, families, and people that have hectic life. Since our target market involved students thus, we do not consider income as our main subject. Our company believe this product will give benefits to the users and it will attract our target market. This is because our SMART Tumbler is a user-friendly product that can saves time and is very convenient to handle.

From our research, there are several competitors in Klang that might threatening us such as Elba, Tefal, and Philips. However, the SMART Tumbler gives us an advantage as a competitor to others since our product is the first electrical kettle that has many uniqueness. Plus, our SMART Tumbler has a portable battery that makes it easy to bring anywhere and the size itself mean to be convenient since it is smaller compared to others electrical kettle that exists. We believe that our target market will choose to buy our product once it is available in the market.

In terms of our company's profitability, we target to increase the sales by 1.5 % on the second year as compared to the first year. For the third year of business, we target the sales increasing by 2% as the demand from customers might has increase than before. Moreover, our company has amazing and expert management team that qualified in many fields such as administration, operation, marketing, and financial. These management teams are the ones that will help our company to achieve the goals, objectives, vision, and manager. Each of the managers will strive the best for the company and will continue to give ideas to improve the value of our company's goods.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Detail of product/service to be produced/sold

The product to produce or sell is a SMART Tumbler. SMART Tumbler is an innovation product from the current electric kettle that is generated from brainstorming. The “SMART” stands for safe-small, multifunction, advance, reliable, and transportable. It is a type of water heating and cooling device as well as a flask that can store the water in varies of condition. This innovation is created because the current electric kettle is not a convenient product for people who are living in a busy life, people who enjoyed outdoor activities, and families who have kids. They experienced the difficulty when they want the hot water as the electrical kettle is not portable. Thus, it turns into an opportunity that leads us to invented SMART Tumbler with special features.

The purpose of this product development is;

- to produce advance technology of electric kettle for users with different backgrounds,
- to improve the performances and safety of the electric kettle, and
- to create a value for business and product suppliers

The concept of this product is;

- to provide convenience for people to carry the product anywhere,
- produce multifunction electrical kettle that can benefits the users,
- produce electrical kettle with safety lock to improve its safety, and
- produce electrical kettle that can keep the water and maintained its condition for a longer time.

The specifications of our SMART Tumbler offer to the customers are as follows;

Table 1: Product specifications of SMART Tumbler

Product specifications	Explanations
Shape	Straight cup
Capacity	500ml & 1000ml
Colour	Black, red, navy blue, white, and rose gold
Size	For 500ml: diameter is 7cm, height 23cm For 1000ml: diameter is 9cm, height 30cm
Style	Fashion, outdoor, travel, and camping
Weight	For 500ml: 295g For 1000ml: 525g