



اَوْنَبُوْرَسِيْتِيْ بِاْتِيْكُونُوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

TECHNOLOGY BLUEPRINT  
MAGNETIC CHARGING CABLE

Faculty: COMPUTATIONAL AND MATHEMATICAL SCIENCES

Program: MATHEMATICAL MANAGEMENT

Program Code: CS248

Course: ENTREPRENEURSHIP TECHNOLOGY

Course Code: ENT600

Semester: 6

Name: NUR HANNAH SYAMIMI BINTI MOHD ISHAK

Group: N4CS2486B1

Submitted to

Pn. Zaidatulhusna Isnani

Submission Date

29<sup>th</sup> June 2020

# TABLE OF CONTENTS

Contents	Page Number
1.0 EXECUTIVE SUMMARY	1
2.0 PRODUCT/SERVICE	
2.1 Product/service	2
2.2 Application of product/service	2
2.3 Unique features of product/service	2
2.4 Development of the product/service	2
2.5 Patents of the product/service	2
2.6 Opportunities for product line	2
3.0 TECHNOLOGY DESCRIPTION	3
4.0 MARKET ANALYSIS AND STRATEGIES	
4.1 Customers	4
4.2 Market Size and Trends	4
4.3 Competition and Competitive Edges	6
4.4 Estimated Market Share and Sales	8
4.5 Marketing Strategy	9
5.0 MANAGEMENT TEAM	
5.1 Organisation Team	10
5.2 Key Management Personnel	10
5.3 Management Compensation and Ownership	14
5.4 Supporting Professional Advisors And Services	14
6.0 CONCLUSIONS	15
7.0 APPENDICES	16

## **1. EXECUTIVE SUMMARY**

Phone batteries don't last forever, and until they do you're going to have to top yours up at some point or another. Unless you're tethered to your home, it's also likely you'll encounter a situation where your phone is running out of charge and there's not an outlet in sight. In those sorts of situations, a charger is needed along the way. Whether you're out in town, traveling, or just anywhere away, a charger is important to carry if you're worried your phone's battery won't last the distance. But which charger should you buy? The best chargers are lightweight, powerful, and durable plus have a long cable. Here is a magnetic charging cable to keep your smartphone's battery topped up without worrying it will broke or tangled around even if you carry it in your bag.

## **2. PRODUCT/SERVICE**

### **2.1 Product/service**

The magic of the friendly magnetic charging cables, is the outer sleeve of protective silicone and the magnets that make coiling, packing, & deploying the cables super-efficient and basically effortless. In addition to being durable & travel-friendly, and a cable easier to deal with. This charger offers in black or white in 3' & 6' lengths. For the target market, it offers Apple and Android chargers available in long and short lengths. It is the best of what charging cables has to offer.

### **2.2 Application of product/service**

Charging cables are kind of the worst. They're always a tangled mess, and keeping them in semi-order is a pain. Easy-Coil Charging Cables change all of that. These charging cables have magnets along them, so it can easily coil and uncoil the cables. Plus, it only have to uncoil just what the length needed rather than the whole length. It'll be more neat and tidy than ever before, and they're great for traveling. Plus, with a ton of coiling options, it'll fun to fidget with.

### **2.3 Unique features of product/service**

The cable cord comes in a variety of different connection options, including USB-A to Lightning, USB-C to Lightning, USB-A to USB-C and USB-A to micro-USB, that you can order and will support fast charging and data transfer. The basic of using the fastest charging cables possible is that those cables deliver energy to smartphones as measured in watts. So smartphone with fast charging cable technology, can deliver more watts to a phone's battery and it should take less time to get it fully pumped up.

### **2.4 Development of the product/service**

Throughout the years, charging cables has grown from a communication accessories R & D firm to an established company. It is a proven fact that charging cables products have captured the hearts of many and are able to grow and cope with the increasing demands of top quality accessories for today's gadgets. Integrated with magnets, it can quickly curl up into a compact coil. It looks like a great solution for traveling with cables or just decluttering your desk space, but the best part is that the magnets make such a satisfying snap sound when they snap together.

### 3. TECHNOLOGY DESCRIPTION

This cables have high-speed charging and data transfer capabilities, come in both black and white, and they come in both three-foot and six-foot lengths. It is a better alternative that customer just needed. The magnetic charging cable is both a unique and super organized charging cable along with a fidget toy in one. It can push the magnets around to connect them in different shapes and creative ways, including a spiral, a zig-zag, long connected lines, flattened loops, "the twister" formation, and more.

This unique new charging cable is a cord that's filled with little magnets which keep it super organized and tidy when you're using it or even when you're not. It perfectly wraps up into a coil, and might just be the most organized charging cable ever made. It's also perfect for use on a wireless charger, and for use on other devices where you'd like a short non-messy cable. Just pull you phone, and the magnets will instantly extend the cord to make it longer. Just wrap it back up when you're ready to make it a short cable once again.

The fidget toy magnetic charging cable comes with 5 different connection options, including iPhone to USB A, iPhone to Type C, Micro USB to USB A, Type C to USB A, along with Type C to Type C. It comes in two different color options, including diamond white, and jet black, and you can get it in two different sizes, including a smaller 3 foot option, and a larger 6 foot option. Unlike other super-short charging cords, the magnetic charging cable can be used both as a short cable and a long cable in one, and it doesn't require you to disconnect your phone from the charger to use it.