



## **TECHNOLOGY BLUEPRINT SLIMME-BAG**

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MATHEMATICS

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## 1.0 EXECUTIVE SUMMARY

Technology today has made a much more direct impact to the end user. Funtechno is the name that has been given to our company. Funtechno Sdn. Bhd. is a company which has potential to be position as one a successful technology business throughout our creative innovation. Therefore, we take this opportunity through come up with Slimme-Bag as a daily backpack basically. In our new product development, our Slimme-Bag was classified in the improvements on existing products. Product improvement is the process of making meaningful product changes that result in new customers or increased benefits realized by existing customers. The two most popular ways to make product improvements are to add new features or improve existing ones. In our product which is Slimme-Bag we make some changes and improvement by adding some innovations in our product. We combine the safety measure features in one backpack. The safety measure features are sensor, GPS, safety number padlock, and also smart zip. Our company will acts as creator and the supplier of this product.

This company is subdivided into 4 department which are administration, operation, marketing, and financial department. Due to that, Funtechno Sdn. Bhd. is requiring workforce on technician to ensure those work run smoothly without excessive overhead. This additional workforces are composing of general worker where they will help the operation managers with particular works such as service and maintenance. We also hired a temporary engineer to give advice and designing the product during the planning stage.

Finally, our business will be expected to commence to fulfil consumer basic need. The location are strategic in starting our business because of it is the develop area that becoming the urban area that suitable to our target customer and it is nearer to the manufacturing factory. In operating this business, there are four partners who are responsible for ensuring the business run smoothly and be in a right track. A lawful agreement had been made between us, in front of the lawyer. The reason for this agreement is to make sure that all the business operation goes according to the schedule and the main objectives of the business can be achieved.

## **1.1 DESCRIPTION OF THE BUSINESS AND PRODUCT CONCEPT**

Our main objective is to create the convenient, unique, multifunction and safe product to the customers. The concepts of our Slimme-Bag is for the safety of consumers in the public, where we do not know where crime is, when and how. This Slimme-Bag is invented to match the demands and necessities of the career people, younger generation and people who use backpack for daily purpose. Slimme-Bag was designed with a very large bag shape and volume for the convenience of consumers carrying lots of their stuff. Hence, people should not be worry if the products is too big or too small. It just nice and convenience for them to use.

## **1.2 TARGET MARKET AND PROJECTION**

As starting a new business, they should identify and focus on its effort on a selecting group of customers who will buy the products. It's needed to fulfil customer wants and also needs as well as bring profits or gain to the business. Our target market are specifically career people, younger generation and other people who use backpack where they need the safety precaution in their daily life. Since our product are combining several special safety features like sensor, GPS, security number padlock hence it able to make they free from insecurity feeling in public places.

## **1.3 COMPETATIVE ADVANTAGES**

In business, a competitive advantage is the attribute that allows an organization to outperform its competitors. A competitive advantage may include access to natural resources, such as high-grade ores or a low-cost power source, highly skilled labour, geographic location, high entry barriers, and access to new technology. Our company has come up with an invention inspired by the problems of safety of consumer bag in public places that highly exposed to various cases of theft and so on. Every product have their owned uniqueness and its special features. Even though this kind of products increases day by day, this product that comes with the security features are rarely found in Malaysia market. Due to this factor, our Slimme-Bag has the capability to attract and satisfy the consumer need as well as to compete with other products.

#### **1.4 THE PROFITABLE**

We choose this business because it can be a potential business and can make a high profit due to the difference technology being introduced. Besides that, we believe that this business can compete with the present backpack-based businesses because we provide more innovative and more unique product for people. This business is believed to have a good future in the industry. This is because it will have large demand as this is a new kind of backpack business which is for safety and unique. Besides that, this business is supposed to be successful as we have our own target customers such as employees, student and others.

#### **1.5 MANAGEMENT TEAM**

The business has been registered under the register of business using the name of "Funtechno Sdn. Bhd.". The type of business that is run by the company is generally backpack based which is unique.

- General manager – Norasling Binti Mohamad
- Financial manager – Nur Fatimah Binti Mad Isa
- Marketing manager – Nurul Izzah Binti Adam
- Operational manager – Nur Nazwina Binti Nazrin
- Administrative manager – Nur Alia Binti Sobri