

ENT600
TECHNOLOGY BLUEPRINT



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COMB SPRAYER

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GROUP NAME: The A's

GROUP MEMBERS:

- | | |
|--------------------------------------|------------|
| 1. AMEERAH BINTI MANSOR | 2017770111 |
| 2. ASHILA HUSNA BINTI ABDUL HALIM | 2017128897 |
| 3. NOOR AISYAH BINTI RASHIF | 2017738815 |
| 4. RABIATUL ADAWIYAH BINTI A RAHMAN | 2017350407 |
| 5. WAN NORADZWA BINTI WAN MOHD FAUZI | 2017580049 |

SUBMITTED TO

PUAN YUSRINA HAYATI BINTI NIK MUHAMMAD NAZIMAN

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Table of Content

Contents	Page
1.0 EXECUTIVE SUMMARY	1
2.0 PRODUCT OR SERVICE DESCRIPTION	4
3.0 TECHNOLOGY DESCRIPTION	9
4.0 MARKET ANALYSIS AND STRATEGIES	10
5.0 MANAGEMENT TEAM	20
6.0 FINANCIAL ESTIMATES	28
7.0 PROJECT MILESTONES	50
8.0 CONCLUSION	52

1. EXECUTIVE SUMMARY

Hair care is an overall term for hair treatment involving the process of brushing hair and the usage of hair serum or oil which responsible for maintaining the health and beauty of hair. Hair care services are offered in salons, barbershops and day spas, and the products are also available commercially for home use. The beauty centre like salon needs the product that can help them to make their work easy and efficient. Therefore, the A's company has produced the comb sprayer in order to solve their problem. However, this product has to compete to the others company that have the same feature of the product. Therefore, the comb spray has come with variety of designs and also functions to attract more consumers. There are also a few problems with the current products in the market in a few aspects. The price and functions is mostly people pointing out as the issue. Comb sprayer with manual function of course comes with affordable price but the function is too simple yet far from being convenient. The one with automatic function, on the other hand, is quite expensive. So most of the people cannot afford it even though the system is really efficient. Comb sprayer has been built to cater with the problems as it offers an affordable price, convenient and most importantly, it is simple to use.

1.1 Description of the business and product concept

Comb sprayer is a unique product that have been innovated to be 2 in 1 product which is a combination of a comb and sprayer where it can be used simultaneously in one object. The combination of the tools is to make the job easier for the hairdressers or any user to apply the hair products onto their hair or scalp. To use the sprayer on the comb, they just need to press a button provided on the comb sprayer. After that, the hair products or oil will come out through the holes that been punched between the teeth of the comb for the liquid to flow out. The spray bottle is preferably refillable, so that once the liquid is used up, the users can refill the liquid again with any type of liquid such as hair serum or oil. The Comb Sprayer also comes with a variety of colours, so that the users can choose their favourite colours when buying this product. This product also simple and user-friendly product since it will not come with a complicated usage for the consumer and can be used by everyone with any age.

1.2 Target market and projections

The Comb Sprayer will be sold in Kelantan but will have more availability in heavily populated area. Comb Sprayer will mainly target females between ages 18 until 55. Besides, hairdressers who run a salon also will be our target. However, anyone who has a fast-paced lifestyle is an ideal customer for the Comb Sprayer because it makes hairstyling easy and efficient. we estimate there are 15 percent of the total population are interested to buy our product. So, the calculations of the potential target market were calculated from the 15 percent of the total population in Kota Bharu. The potential target market will be increased by year and followed by the expected sales.

1.3 The competitive advantages

In a business, there must be a competitor that produce the same product to be compete. The A's company has to compete with a big and famous brand which is Panasonic, Philips and Dyson. Therefore, our company has offered some benefits in order to compete with other company. The customer will receive some benefits when they do the business with the A's Company, are incomparable to others. For comb sprayer, the price is so economical compare to the current products in the market. On top of that, the function also is unique as the technology of sprayer application has been adapted to it. Thus, it makes the product different from the others product. We also will maintain our pricing position as a premier provider which is sell our product lower than our competitor's price. Since nowadays, people too engrossed with online shopping, we decided to do the promotion through social media such as Instagram, Facebook, and many more. Other than that, we also promote our product through website, Business Card, Brochure, Signboard and Banner in order to attract more customers.

1.4 The profitability

Comb spray is indeed a new product, but we believe that it can be a potential business to sell the products to the market and will produce a high profit to the company. The technology of spray application system was applied in the comb spray which have the 2 in 1 function which will attract more people to have it and this speciality that the comb spray has will make the product worth to buy. Based on the financial analysis, this product is expected to make a profit to the company since the sales of the product is expected to increase. This business also