



SaSaa Sdn. Bhd.

tb.

MULTISUCTION PUMP

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): TECHNOLOGY BASED
BUSINESS IDEA BLUEPRINT**

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Yours truly,

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1. EXECUTIVE SUMMARY

1.1 The description of the business and product concepts.

SaSaa Sdn. Bhd. was established in 2019 is proudly presenting our latest innovation technology invention which is Multisuction Pump. The innovation is mainly about advance modified version of Stingless Bee Honey Pump. Stingless Bee Honey Pump is a one of the tool that usually use in most of the industry in Malaysia especially in stingless bees honey production. Knowing this, we discover that honey pump is one of the tools that can be easily commercially in our country.

This product is unique, affordable, compatible, easy and comfortable to carry since it is small, light and can be carried everywhere. It is customizable functions such as two way suction and filters the honey. The functions of this product are more efficient and faster in harvesting and can directly filter the honey to be packaging. Another innovation that added on the Multisuction Pump is a backpack which easier to carry and to move everywhere the nest is located.

For the pricing, the material cost to produce Multisuction Pump is RM90.20. The pricing that we include in the marker is RM150.00 including the price of the worker's overhead cost, and other expenses to produce our product. It is also provides two month of warranty to the customers. However, to maximize the customers, the company carefully choose the lowest price that and the finest quality of our material from the supplier.

Our product market size will be the customers that consist of the honey breeder, industry and also the locals in Setiu. By introducing Multisuction, it is surely can compete with the other bigger companies. Moreover, the existing team management will strive for the success with their idea and marketing strategies like advertising and promotion, joining the exhibition and online marketing. The management of SaSaa Sdn. Bhd. has 5 board of director members, each of them are divided on their department and have their very own role in order of making our product success in every way.