



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI MARA  
MALAYSIA

## BLUEPRINT

### MINI DURIAN FLESH SEPARATOR

**FACULTY** : FACULTY OF COMPUTER SCIENCE AND MATHEMATICS

**PROGRAMME** : CS241

**SEMESTER** : 6

**NAME & ID NO** : 1. AHMAD AZAMMUDIN BIN HUSAINI (2019700685)  
: 2. MOHAMAD HAIKAL BIN HAZNY (2019159255)  
: 3. MUHAMMAD HISYAM BIN ISMAIL (2019361759)  
: 4. SAUFINAZIHA BINTI MOHD HAMDAN (2019775057)

**LECTURER** : MADAM YUSRINA HAYATI BT NIK MUHAMMAD  
NAZIMAN

Contents

CHAPTER ONE .....	1
<b>1.0 EXECUTIVE SUMMARY .....</b>	<b>1</b>
<b>1.1 COMPANY BACKGROUND .....</b>	<b>2</b>
1.1.1 Company Profile.....	2
1.1.2 Company Logo .....	2
1.1.3 Company Vision and Mission.....	3
1.1.4 Company Objective.....	3
1.1.5 Business Operation .....	3
1.1.6 Location .....	4
<b>1.2 THE DESCRIPTION OF PRODUCT AND BUSINESS CONCEPT .....</b>	<b>4</b>
<b>1.3 TARGET AND MARKET PROJECTION.....</b>	<b>4</b>
<b>1.4 THE COMPETITIVE ADVANTAGE.....</b>	<b>5</b>
<b>1.5 THE PROFITABILITY.....</b>	<b>5</b>
<b>1.6 THE MANAGEMENT TEAMS .....</b>	<b>5</b>
CHAPTER TWO .....	7
<b>2.1 PRODUCT CONCEPT.....</b>	<b>7</b>
<b>2.2 PRODUCT DETAIL .....</b>	<b>7</b>
2.2.1 Advantage and Material Use.....	7
2.2.2 Effective Cost .....	8
CHAPTER 3.....	9
<b>3.1 POLYCARBONATE LID &amp; CONTAINER.....</b>	<b>9</b>
<b>3.2 STAINLESS STEEL CONTAINER .....</b>	<b>10</b>
CHAPTER 4.....	12
<b>4.1 CUSTOMER .....</b>	<b>12</b>
<b>4.2 MARKET SIZE AND TRENDS.....</b>	<b>12</b>
<b>4.3 COMPETITION AND COMPETITIVE EDGES .....</b>	<b>13</b>
4.3.1 Advantages and disadvantages of Mini Durian Flesh Separator .....	14
<b>4.4 ESTIMATED MARKET SHARES AND SALES .....</b>	<b>15</b>
<b>4.5 MARKET STRATEGY .....</b>	<b>17</b>
4.5.1 Pricing .....	17
4.5.2 Services and Warranty Policy .....	17
4.5.3 Advertising and Promotion .....	18



<b>4.5.4 Distribution</b> .....	20
CHAPTER FIVE.....	21
CHAPTER SIX.....	26
<b>6.1 FINANCIAL PLAN</b> .....	26
<b>6.1.1 Administrative Budget</b> .....	26
<b>6.1.2 Marketing Budget</b> .....	27
<b>6.1.3 Operational Budget</b> .....	27
<b>6.2 PROJECT IMPLEMENTATION COST AND SOURCES OF FINANCE</b> .....	28
<b>6.3 CASH FLOW STATEMENT</b> .....	29
<b>6.4 PRODUCTION COST STATEMENT</b> .....	30
<b>6.5 INCOME STATEMENT</b> .....	31
<b>6.6 BALANCE SHEET</b> .....	32
CHAPTER SEVEN.....	32
CHAPTER EIGHT.....	35



## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 EXECUTIVE SUMMARY**

The AS2H Enterprise is a new company that will be operated in Malaysia. The name of this company is come out from name of four members on this business. This business consists of four partners that motivate to be a successful entrepreneur. The members are including general manager, Operations manager, marketing manager and financial manager. Our business is located at Batu Caves, Selangor. After doing some research on the business opportunity that available at Batu Caves, we have decided to specify our business in selling our product.

Our business will introduce a new product namely Mini Durian Flesh Seperator which is a product that creates for those who love to eat durian cuisine like Tempoyak. We take seriously to make a product that can help people to make durian cuisine quickly and easily without make their hands be smelly. We applied technology knowledge to produce our product.

Target market for this product is lover durian in area Batu Caves since population of people is around 7.3 Million in 2017 (Geographical,2018). Medium income users and people in age 30 to 50 will be our target market. We will expand our target market to Klang Valley include Kuala Lumpur, Shah Alam and etc in future.

## 1.1 COMPANY BACKGROUND

### 1.1.1 Company Profile

Table 1.1: Company Profile

Name of business	AS2H Enterprise
Business Address	Batu Caves Centre Point, Taman Industri Bolton, 68100 Batu Caves, Selangor
Website	<a href="http://www.AS2H.com">www.AS2H.com</a>
E-mail	<a href="mailto:AS2H@gmail.com">AS2H@gmail.com</a>
Contact Number	013-2843824/ 03-87539843
Fax Number	09-9872020
Form of Business	Partnership
Main Activity	Tempoyak Tool
Date of Registration	21 <sup>st</sup> January 2021
Date of commencement	20 <sup>th</sup> February 2021
Name of bank	Maybank
Bank Account Number	113345698712

### 1.1.2 Company Logo

