

UNIVERSITI TEKNOLOGI MARA SHAH ALAM FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

DIGITAL CUTTING BOARD

ENT 600 TECHNOLOGY ENTREPRENEURSHIP

TECHNOLOGY BLUEPRINT

NO.	NAME	STUDENT ID	PHONE
			NUMBER
1	MUHAMMAD SHAZWAN B. ABD.	2014557645	019-646312
	MUSALLEB	*	
2	NURUL SHAFIKAH BINTI MOHD LOTPI	2014346117	014-5014409
3	NOR AMALINA BINTI AMAN	2014531103	017-3408353
4	NOR ZAHEEDA BINTI NORIJAN	2014318913	014-7245259

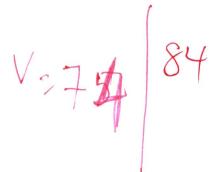


Table of Contents

Tubic of Golffelle
CHAPTER 1
1.0 CHAPTER DESCRIPTION4
1.1 Introduction4
1.2 Purpose of development
1.3 Product Concept
1.4 Application
1.5 Unique features6
1.5.1 Picture description
CHAPTER 28
2.0 TECHNOLOGY DESCRIPTION8
2.1 Overview of product prototype
2.1.2 LED Touchscreen (A)9
2.1.3 DigitalCutting Board (B)
2.1.4 Digital Weighing Scale (B)
2.1.5 Recipes Builder (B)
2.1.6 Portion Size Indicator (B)
2.2 User Interface Design (UI) of Digital Chopping Board
CHAPTER 3
3.0 MARKET RESEARCH AND ANALYSIS
3.1. Target Market
3.2 Market Size and Market Share
3.3. Competition and Competitive Edges
3.3.1 The strengths and weaknesses of competitors
3.3.2Fundamental value of a product with competitors
3.4 Estimated cost per Unit
3.5 Selling Price
3.6Marketing Strategy
CHAPTER 4
4.0 FINANCIAL PLAN
4.1 Start-up Cost
4.2 Working Capital (3 months)
4.3 Cost of component per prototype
CHAPTER 5
5.0 Dynamic ProTech Management Team21



5.1 EXPERTISE REQUIREMENTS	22
CHAPTER 6	24
6.0 PROJECT MILESTONE	24
6.1 Project Schedule	25
CHAPTER 7	25
7.0 CONCLUSION	25



COMPANY'S LOGO





CHAPTER 1

1.0 CHAPTER DESCRIPTION

1.1 Introduction

After years and years using the traditional way of cooking, the team had built a product that we believe can make changes when cooking a meal. Hence, our team introduced Digital Cutting Board (DCB) to all the cooking lover. Nowadays, the interest of cooking and preparing meal has grown profoundly for both men and women. Everyone now has enjoyed cooking including the children. Besides that, cooking is essential for daily live since it is the source of energy to work, play and live. This product is suitable for those who likes to prepare their own home cooking or for housewives.

1.2 Purpose of development

The purpose of this development comes from several problems that many had faced while they want to cook. Our team is focusing on solving customers' problems with the question like "What do we need out of an appliance?" Our team imagines Digital Cutting Board as a new product that embraced the concept of making cooking easier.

Before we decided to invent and sell DCB in the market, we had figured out several problems that arise in cooking community. Some of the problems are many of cooking lover had struggled to find recipes when they want to cook. This is because they like to write the recipes on a piece of paper and they usually misplaced it. Then when they wish to cook or bake, they had difficulty to find the recipes they have written before.

Besides that, some of them often got the wrong recipes. The recipes are not accurate and the recipes are not in properly order. This is because they do not have the correct guidelines about cooking. Guidelines are needed especially when they wish to try recipes that are new to them. Guidelines must come in an easy instruction and by numbering therefore it can be easily understandable. It also should be not complicated. Without proper guidelines, cooking can be messy and wasteful since it does not come out well.

Therefore, the development of DCB is to provide a better cooking experience by easier method and focusing on the quality of the outcome. To achieve this, ones need ingenious appliance. This product is set to bring a tasteful dishes to the people. DCB is an appliance that utilize clever ideas to improve cooking experience for the user. DCB ensures a faster and hustle free cooking experience which saves our users' precious time and energy.