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ENT600 – TECHNOLOGY ENTERPERNEURSHIP

MAGNETIC CABLE WRAPPER BLUEPRINT REPORT



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1. EXECUTIVE SUMMARY

NEWVENTION Company is a new partnership company that supply a new product called Magnetic Cable Wrapper to the market. Basically, the concepts of product are to serve a user-friendly item in arranging, storing and tidying the cables besides provide protection to the cable from unpredictable damage which includes fraying, wet, temperature changes and dirty. This product is suitable for people who want to have more workspace and save more time in managing messy, clutter or tangle wires. Since the company is located at Tanah Merah, Kelantan the company target market will be the residence or population in Tanah Merah from different type of age group and categories like middle school and high school students, university students, family or travellers. Projections such as sales forecasts in a year are made to predict the income and expenses of NEWVENTION company business in the future. A few market strategies will be conducted to promote the new product based on few aspects such as product, price, place and promotion. Magnetic Cable Wrapper is a competitive advantage in providing additional functions and aspects, namely the ability to wind the cable without relying on the rope and can be used as a short and long cable. The company's management team possess four committees namely Administrative Manager, Marketing Manager, Financial Manager and Operational Manager. These people are elected for their job based on the person qualifications, experiences and ability to run the company's business efficiently.