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UNIVERSITI
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**TECHNOLOGY ENTREPRENEURSHIP
(ENT600)**

**BLUEPRINT REPORT
“PINGGAN KALORI (PIKA V1)”**

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TABLE OF CONTENTS

1.0 EXECUTIVE SUMMARY	1
2.0 PRODUCT OR SERVICE DESCRIPTION	2
3.0 TECHNOLOGY DESCRIPTION.....	6
4.0 MARKET ANALYSIS AND STRATEGIES	10
5.0 MANAGEMENT TEAM	19

1.0 EXECUTIVE SUMMARY

1.1 Description of The Business and Product Concepts

Platec Enterprise introduced a technology called PIKA V.1 which is a plate that helps you to automatically weigh calories of each meal precisely and it is very useful for people who want to consuming a well-balanced diet. The purpose of this product is to make it easier for people to count food calories without using charts to find food calories. Furthermore, since people nowadays are too busy to do exercise or physical activity this product can help with reduce calories intake. Also, our business will be capable of making profit and expensing our business and contribute to awareness of the importance of eating balanced diet.

1.2 The Target Market and Projections

This product is added to its characteristics into a technological plate with elegant hardware which is to calculate the calories of food precisely. Our target market is for obese people or people who want to lose their weight, those who want to practice a healthy lifestyle and also athletes who want to control energy intake.

1.3 The Competitive Advantages

The competitive of our product are SmartPlate, MyFitnessPals, Lose It! and General Electric (GE) Easy Cal. The advantages that all our competitors have in our products yet we use technology that can calculate food calories accurately and without counting manually.

1.4 The Profitability

By selling the product with the price of RM145.00 per unit we shall expected to gain the profit of RM178,920,00.00 when selling it to 22,365,000 our target customer in Malaysia. The profit was gain after deducting the cost price of RM65.00 per unit.

1.5 The Management Team

Platec Enterprise have set up an organization that consist of the Director, Project Manager, Sales Leader, Marketing Head, Financial Advisor and

Quality Manager. This management team is effective in controlling and expensing our product.

2.0 PRODUCT OR SERVICE DESCRIPTION.

2.1 DETAIL OF THE PRODUCT

The first product to be produced is PIKA v.1 which is a calorie plate help in to reduce obesity problems for patients and also people who on practicing a healthy diet. The calorie plate (PIKA v.1) is made up from stainless steel inside with thermodynamics system but covered with its body parts that had vacuum sealed and also consists of electrical components. This devices functioning in calculating the calories in food daily intake. Its maximum capacity is about 11 to 12 inches. Its weight is about 4 to 4.5 kilograms which is easier for customers to handle this product.

2.2 THE APPLICATION OF THE PRODUCT

This product is essential for the obesity people and people that practice healthy diet who wants to plan their daily food intake carefully. Nowadays, many people just eating whatever they want from the restaurants, cafeteria, fast-food premises such as McDonald, KFC, etc. without knowing the value of calories in food they ate. Hence, this product helps in calculating the calories to overcome the obesity problems in our community. The primary uses of this product is users can calculate the food by heating process until it is measured. Secondary uses is people can saving time as the food is in hot condition after measured and is ready to be eat.

2.3 UNIQUE FEATURES, SIGNIFICANTS VALUES, DIFFERENCES AND OFFERS.

Calorie plate (PIKA v.1) is equipped with some safety features such as automatic temperature control system which consists of beep sound and light LED when the food inside the plate is overheated when measured. The automatic temperature control system will immediately stop the heating process and will let the food to warm before its start measuring again. This plate also has a temperature

sensor which detect the temperature of when heating or cooling. The PIKA v.1 also comes with water flowing control which will automatically stop filling the water bath in the plate when it has reach maximum level. The plate partition was fixed to avoid food wrong calculation being taken. The most unique features of the calorie plate (PIKA v.1) is its body part is containing vacuum seal which is able to prevent transfer of temperature from inside to the outer wall. Hence, users are not having injuries when accidentally touch it during heating. This features make my products different from the other calorie plate devices. The plates come in four different colours which are white, black, purple and orange. Customers may choose which colour that they liked.

2.4 A SUMMARY OF FUNCTIONAL SPECIFICATION & PICTURE OF PRODUCT.

TOTAL COSTS PER UNIT:

- ❖ Glass lid – RM10.00
- ❖ Glass plate – RM2.85
- ❖ Infrared temperature sensors – RM16.90
- ❖ Round plate heater element – RM10.60
- ❖ Round water bath – RM15.00
- ❖ Wiring – RM9.00
- ❖ Electronic board – RM5.00
- ❖ Digital readout system – RM11.90
- ❖ Water pipe – RM 3.00
- ❖ Electrical switch button – RM2.00
- ❖ Bulb – RM5.00
- ❖ 3-pin AC adapter – RM2.00

TOTAL = RM93.25