



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

TurboTex.Co

**TECHNOLOGY ENTREPRENEURSHIP (ENT 600)
TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT**

FACULTY : FACULTY OF APPLIED SCIENCE

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TABLE OF CONTENT

CONTENTS	PAGE
1.0 EXECUTIVE SUMMARY	1
2.0 PRODUCT OR SERVICE DESCRIPTION	2
3.0 TECHNOLOGY DESCRIPTION	7
4.0 MARKET ANALYSIS AND STRATEGIES	9
5.0 MANAGEMENT TEAM	15
6.0 FINANCIAL ESTIMATES	21
7.0 PROJECT MILESTONES	28
8.0 CONCLUSION	29
9.0 REFERENCES	30
10.0 APPENDICES	32

1. EXECUTIVE SUMMARY

The TurboTex.Co is a company that produce the technology product which is Bombastic blender known as kitchen appliances. Nowadays, people are looking for the new or advance product with current technology as it is become one of the development. Therefore our company come out with the product that can solve the problem of consumer. The Bombastic blender is offer with a concept of flexible and compactable that suitable for all range of consumer. This is because, our blender will provide with two type of the containers such as collapsible and thermal container which can directly use after blending. This product has create with the new innovation standard with the needs and requirement of the customers. The bombastic blender is offer with high quality at reasonable price that can help to growth the product in market. Next, the target market is more focus on wide range of people especially for sports person and housewives. It can also be used for the travel purpose because easy to bring it everywhere since our product is travel-friendly and easy to use. Therefore, the products are is make to provide convenience to consumers. As a projections our product has been innovate which is multi-use blender by providing two type of containers and blades. The advantage of this product it can attract many customers with new technology apply to Bombastic blender. Therefore it will be able to compete well at the target market. This is because, people want the product that give benefit to them. Even there are many type of blender exist among well-known branded but with our uniqueness of the Bombastic blender it can help to stand in the market. In addition, the profitability of our company is estimated to be increase in year 2 around 10% and 15% in the year 3. With the consistency of the product's value it will help to gain the profit to the company. In our company there have people who are responsible to manage all stuff of the company. Thus, TurboTex.Co is consist of management team such as General Manager, Marketing Manager, Administrative Manager, Financial Manager and Operation Manager. They will play an important positions in the organization to run the business of company.

2. PRODUCT OR SERVICE DESCRIPTION

2.1 Product Description

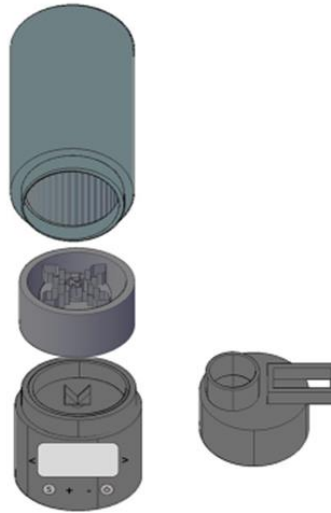


Figure 1: Bombastic Blender

COMPONENT	SPECIFICATION
Brand Name	TurboTex
Model Name	Bombastic Blender
Voltage	210V - 250V
Wattage	305W
Safety lock system	Yes
Capacity	700 mL
Jug material	Silicone and stainless steel coated with styrofoam
Weight	1.7kg
Color theme	Summer breeze, earth color
Accessories	Portable collapsible container, thermal flask, 1 bottle cap, 2 blade bases.
Safety	Safety lock, anti-slip, hand-grip bottle
Number of blades	2
Blade material	Stainless steel
USB type	Type-C
Number of speeds	1-8 levels of speed
Special feature	Hot and cold
Design	Small and compactable

5.2 Key Management Personnel

a) Background of all the partnership

No	Names and Positions	Career Highlights
1	MOHAMMAD SYAFIRUL NAZREEN BIN RIDZUAN (General manager)	<ul style="list-style-type: none"> • SPM • Diploma in Business Study • Bachelor in Administrative Science • Master in Corporate Administration
2	MUHAMMAD SYAHIIR BIN HAMADAN@HAMDAN (Administration manager)	<ul style="list-style-type: none"> • SPM • Diploma in Business Study • Bachelor in Human Resource Management • Master in Business Administration
3	NUR ‘ALIAH ‘AQILAH BINTI RAHMAT (Operation manager)	<ul style="list-style-type: none"> • SPM • Diploma in Business Study • Bachelor in Operations Management • Master in Business Administration
4	AINA YASMIN FARHAN BINTI MIOR KARIM (Marketing manager)	<ul style="list-style-type: none"> • SPM • Diploma in Business Study • Bachelor in Event Management • Master in Corporate Management
5	NUR FAATIHAN BINTI AHMAD REDZUAN (Financial manager)	<ul style="list-style-type: none"> • SPM • Diploma in Banking • Bachelor in Finance • Master in Finance