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UNIVERSITI  
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**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING**

**UNIVERSITI TEKNOLOGI MARA**

**TECHNOLOGY ENTREPRENEURSHIP (ENT 600)**

**BLUEPRINT: THK5 SMART HELMET**



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SMART HELMET

## **1.0 EXECUTIVE SUMMARY**

### **1.1 BUSINESS DESCRIPTIONS AND PRODUCT CONCEPT**

THK5 Sdn. Bhd. is a private limited company in Shah Alam and was established on 19<sup>th</sup> of November 2016. The management team of THK5 Sdn. Bhd. is comprises with five members and each member has their own roles. The product that our company developed was THK5 Smart Helmet which is a multi-function helmet which combined the function of Global Positioning System (GPS) and some other types of the technology. The idea of creating this smart helmet based on the many problem faced by motorcyclists especially who loved to travel from north to south. They face a difficulty to use the GPS application on their phone while riding motorcycle. Hence, we innovate new technology of helmet which can navigate the users to reach destination easier.

Besides that, the rate of accident involve with motorcyclist is increasing from day to day, and one of the reasons is because of the common helmet lack of the safety features. Because of this scenario, we innovate the THK5 Smart Helmet with some of new features to ensure the users safety in higher levels. The features is like Intelligent Fastener and Intelligent Lighting LED. *"Your Head Our Price"*, this is our tagline which means that the safety of the users is our priority.



Figure 1.1: Logo of our company

## **1.2 OBJECTIVES OF SMART HELMET PRODUCTION**

- ↓ To navigate the motorcyclists to reach destination easier.
- ↓ To help the motorcyclist to reduce their travel time.
- ↓ To enhance safety features for motorcyclist

In short, we believe that our company can serve the motorcyclist needs and improve their safety through the invention of the technology. We are also assured that this THK5 Smart Helmet are potential to be commercialised to attract the motorcycle users especially who loves to ride the superbikes.

## **1.3 TARGET MARKET AND PROJECTIONS**

The potential customer for our product is mainly superbike organizations. The reason of potential from these targets because the needs for this product especially for navigation purpose. The major purchases for THK5 Smart Helmet are mostly for people with superbike, who love to travel on the long ride.

#### **1.4 THE COMPETITIVE ADVANTAGES**

THK5 Sdn. Bhd. try to look for competitor product, highlight their mistake and improve it and this will ensure our company will not having the same mistake. Referring to the current market, there is still no other helmet that can visualize the GPS on the visor. Therefore it is an advantage for consumer to buy THK5 Smart Helmet. Moreover this product also has some other technology features such as intelligent lighting LEDs, and Intelligent fastener to enhance the safety of the consumers.

#### **1.5 THE PROFITABILITY**

Since the THK5 Smart Helmet have a positive vibes for the users, it is possible to get an expected profit. On the other hand, it can attract customer with our design, style, functions and quality. Thus, by increasing the production of our products, it can increase the market demand.

#### **1.6 THE MANAGEMENT TEAM**

THK5 Sdn. Bhd. is comprises with five members. The creativeness of the management team contributes to the success of this product. The management team for our company which consists of General Manager, Assistance General Manager, Operation Manager, Marketing Manager, and also Financial Manager have their own responsibilities in making the product to meet customer's demand. This business plan includes all the information about the company, product and services, market focus, action plans and forecast, management team and lastly financial plan.