# UNIVERSITI TEKNOLOGI MARA

**ENT600**
**TECHNOLOGY ENTREPRENEURSHIP**

**DEPARTMENT OF MEDICAL LABORATORY TECHNOLOGY**
**FACULTY OF HEALTH SCIENCES**

**TITLE :**
**STICK ON TRACER (SOT) BLUEPRINT**

**PREPARED FOR :**
PN.ZANARIAH ZAINAL ABIDIN

**GROUP :**
HS241/6A


| No | NAME | STUDENT ID |
|---|---|---|
| 1. | NIK HARYANTI BINTI NIK IBRAHIM | 2013234814 |
| 2. | NURUL NABILAH AKMAL BINTI HASHIM | 2013821528 |
| 3. | NUR ATIKAH BINTI ZULKIFLE | 2013287886 |
| 4. | AISYAH SAKINAH BT MUBARAK | 2013619536 |


**DATE OF SUBMISSION:** 15TH JUNE 2016

## Table of Contents

**CHAPTER 1** ..... 4

1.0 PRODUCT DESCRIPTION ..... 4

1.1 Introduction ..... 4

1.2 Purpose of development ..... 4

1.3 Product Concept ..... 4

1.4 Application ..... 4

1.4.1 Functions ..... 4

1.5 Unique feature ..... 5

1.5.1 Picture description ..... 5

**CHAPTER 2** ..... 7

2.0 TECHNOLOGY DESCRIPTION ..... 7

2.1 Overview of product prototype ..... 7

2.1 Nano Spider ORG4400 GPS receiver ..... 8

2.2 Speaker ..... 9

2.3 LED Light ..... 10

2.4 Sticky Surface ..... 11

2.5 Rechargeable Batteries ..... 12

2.6 Chip ..... 13

**CHAPTER 3** ..... 14

3.0 MARKET RESEARCH AND ANALYSIS ..... 14

3.1 Target Market ..... 14

3.2 Market Size ..... 14

3.3 Competition and Competitive Edges ..... 14

3.4 Estimated cost per Unit ..... 14

3.5 Selling Price ..... 15

3.6 Marketing strategies ..... 15
3.6.1 Product ..... 15
3.6.2 Price ..... 15
3.6.3 Place/Distribution ..... 15
3.6.4 Promotion ..... 15
**CHAPTER 4** ..... 16
4.0 FINANCIAL PLAN ..... 16
4.1 Start-up Cost ..... 16
4.2 Working Capital ..... 16
4.3 Cost of component per prototype ..... 17
**CHAPTER 5** ..... 18
5.0 MANAGEMENT TEAM ..... 188
5.1 Organization ..... **Error! Bookmark not defined.**18
5.2 Key Management Personnel ..... 19
5.3 Other Required expertise ..... 199
**CHAPTER 6** ..... 20
6.0 PROJECT MILESTONE ..... 20
6.1 Flow chart Project Design Planning ..... 20
6.2 Project schedule ..... 22
**CHAPTER 7** ..... 22
7.0 CONCLUSION ..... 22
APPENDIX ..... 22

# CHAPTER 1

# PRODUCT DESCRIPTION

## 1.0 INTRODUCTION

- The innovation product is a tracer named as "**Stick On Tracer**" **(SOT).**
- The main function of our product is to track things or people that are lost, misplaced, or forgotten.
- SOT can be used by anybody in any kind of situation to find your belongings or beloved.
- This SOT product comes into three components which are the main electronic sticker device, a chip, and a tracking application.

## 1.1 Purpose Of Development

- To enable people to keep in touch with their items or belongings.

## 1.2 Product Concept

- The product is designed for people to locate precious things / items / people easily as well as to reduce time taken searching for them.

## 1.3 Applications

- Technology comes with GPS locator and alarm system.
- SOT provided with application that connect to device like phone and tablet.

## 1.4 Functions

- GPS – for tracking and locating things/people attached with the SOT.
- Alarm system – gives sound or alertness so that the item can be found easily.
- Tracking application – GPS connected to application in android device for visualizing location and controlling the system.

## 1.5 Unique Features

- SOT is covered with nanowires electronic material which gives water resistance properties and attachable on any type of surfaces.
- No internet is required to access GPS location via the tracking application in which it enables SOT users to utilize it anywhere even in remote areas by applying the chip technology.

## 1.6 Picture Description

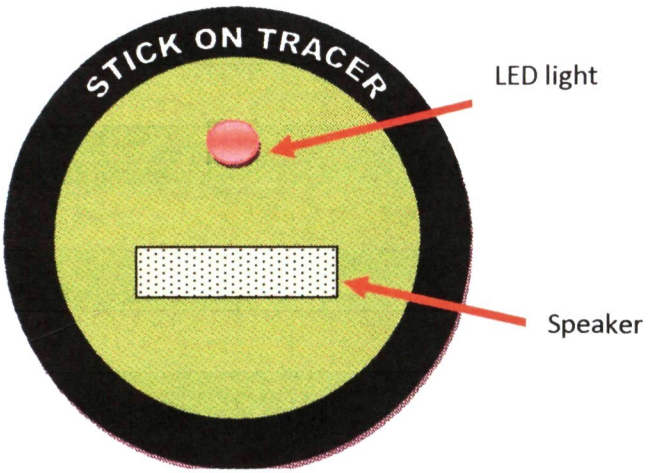


**Figure 1a; Front view of sticker**

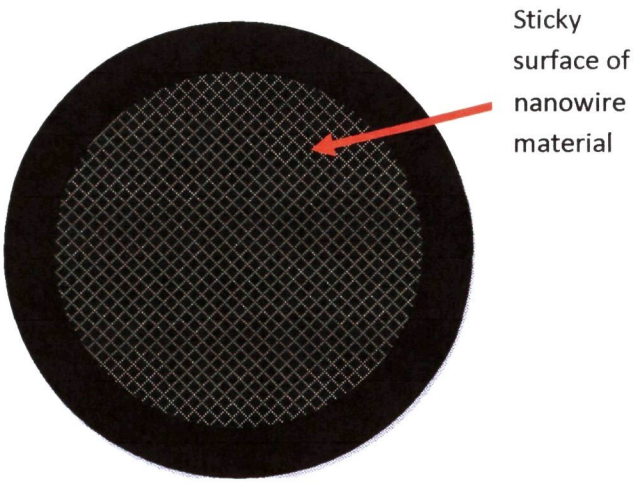


**Figure 1b; Back view of sticker**