51484

UNIVERSITI TEKNOLOGI MARA

RENTAPP

BLUEPRINT

FACULTY : FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING, UITM

PROGRAM : DEPARTMENT OF LANDSCAPE ARCHITECTURE (AP248)

COURSE : BACHELOR OF LANDSCAPE ARCHITECTURE (HONS)

SUBJECT : TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CLASS GROUP : AP248 5A

GROUP MEMBERS : MUHAMMAD HANAFI BIN HASHIM (2017443126)

AMEER FAHMI BIN SUFFIAN (2017443122)

SUBMITTED TO

MADAM HJH ZANARIAH BINTI ZAINAL ABIDIN

CONTENT

CHAPTER 1 2

1.0 PRODUCT DESCRIPTION
- 1.1 Introduction
- 1.2 Purpose of development
- 1.3 Product Concept
- 1.4 Application
  - 1.4.1 Functions
- 1.5 Unique Features
  - 1.5.1 Picture Descriptions

CHAPTER 2 5

2.0 TECHNOLOGY DESCRIPTION
- 2.1 Overview of product prototype
- 2.2 Online payment
- 2.3 Rent – Deem Rewards
- 2.4 Invite friends
- 2.5 History
- 2.6 Favorites
- 2.7 Scheduled
- 2.8 Notifications
- 2.9 Help Center
- 2.10 Emergency
- 2.11 Rent Deals
- 2.12 Settings

CHAPTER 3 8

3.0 MARKET RESEARCH AND ANALYSIS
- 3.1 Customer
- 3.2 Market Size and Market Share
- 3.3 Competition and Competitive Edges
- 3.4 Estimated cost per Unit
- 3.5 Expected Cost Pricing
- 3.6 Marketing Strategies
  - 3.6.1 Product
  - 3.6.2 Price
  - 3.6.3 Place/Distribution
  - 3.6.4 Warranty
  - 3.6.5 Promotion

CHAPTER 4 11

4.0 FINANCIAL PLAN
- 4.1 Start-up Cost
- 4.2 Working Capital
- 4.3 Cost of component per prototype

CHAPTER 5 13

5.0 MANAGEMENT TEAM
- 5.1 Organization
- 5.2 Other Required expertise

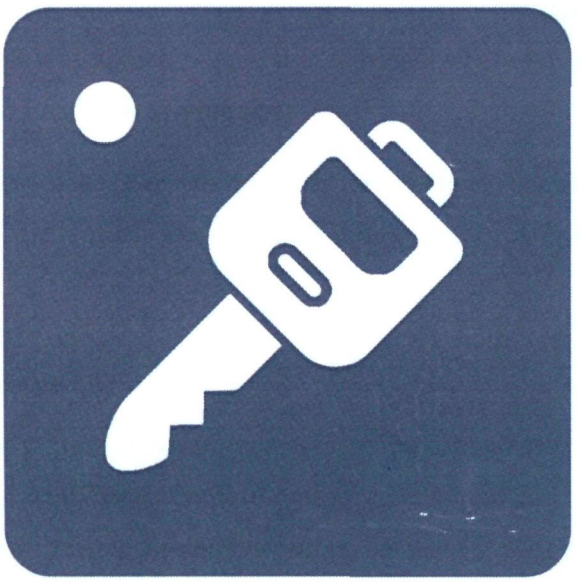
CHAPTER 6 14

6.0 PROJECT MILESTONE
- 6.1 Flow chart Project Design Planning
- 6.2 Project schedule

CHAPTER 7 17

7.0 CONCLUSION

COMPANY'S LOGO



RENTAPP

CHAPTER 1

1.0 PRODUCT DESCRIPTION

1.1 Introduction

After our initial observation towards car renters, the team finally chose an application that we believe can contribute to fulfil the requirements of the car renters needs. Our application is a car renting application. People today are busy with life and time is precious. Sometimes when people want to rent a car, the process until the person gets to rent a car takes quite a while and this can be quite time consuming and will agitate people this is because they have to sign documents and copies of their identity card and also driving license.

Therefore, the new rent app makes everything easier for people to rent cars and also saves a lot of precious time. Moreover, the rent app can be access through any smart phone, tablet and laptops.

1.2 Purpose of development

- The aim of the car renting application is intended to provide users with easy access of car rental services and ready paper work of renting a car on the go.
- The idea came out from constantly working on the go with smartphones, tablets and laptops, and wanting to rent a car without having to waste time searching for a car rental service online and having to go to the place to complete the car rental paper work.

1.3 Product Concept

- A car renting application that works by just using the app and renting a car.
- The rent application is intended to provide users with easy access to any nearby car company and will also include the paper work that should be done to rent a car.
- The rent a car application works on all smart devices either smartphones, tablets and laptops.