



اَوْنَبُوْرُ سَيِّدِيْ تَيْكُونُوْ لُوْ كِيْ مَبَارَا
 UNIVERSITI
 TEKNOLOGI
 MARA

FACULTY OF HEALTH SCIENCE

UNIVERSITY TECHNOLOGY OF MARA (UITM)

KAMPUS PUNCAK ALAM, SELANGOR

ENT600 - TECHNOLOGY ENTREPRENEURSHIP

TASK: BLUEPRINT LENA SMART PILLOW

NAME	NUR HAFIZAH BINTI ALI (2016842436) AHMAD MUSTAQIM NAIM BIN ABDUL GHAFAR (2016253924) MUHAMMAD AMINUDDIN SZ BIN ABDUL ZAMAN (2016872572) MOHAMAD ILMAN BIN JAMIL (2016490636) MOHD FADZIL BIN MAT AHAN (2016876808)
PROGRAMME CODE	ENT 600
PROGRAMME CODE & PART	HS243 / NHSEF9Y
NAME OF LECTURER	MADAM ZANARIAH BINTI ZAINAL ABIDIN

- English & salomee
 @ndre per

- Or but financial
 part does not
 follow format given

- Take personal up
 26/5

95

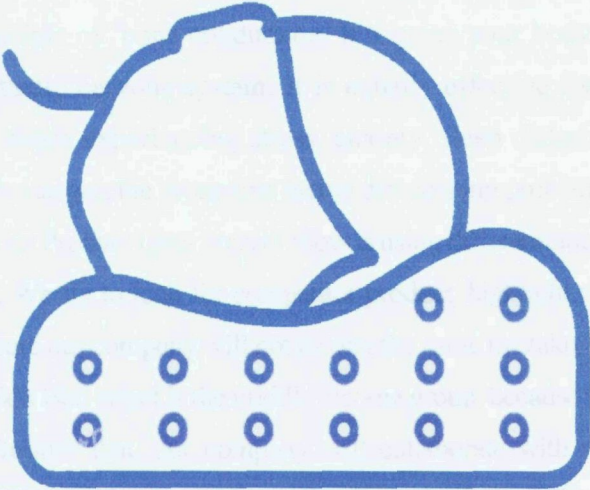
TABLE OF CONTENT

CONTENT	PAGE NUMBER
PRODUCT DESCRIPTION	
-EXECUTIVE SUMMARY	2
INTRODUCTION	3
PURPOSE DEVELOPMENT	3
PRODUCT CONCEPT	3
APPILICATION	4
UNIQUE FEATURE	4
PICTURE DESCRIPTION	4
TECHNOLOGY DESCRIPTION	
-MEMORY FORM PILLOW	
-LED RGB LIGHTING	5-14
-WIRELESS SPEAKER	
-SLEEP TRACKER	
MARKET RESEARCH AND ANALYSIS	
-TARGET MARKET	
-MARKET SIZE	15-20
-MARKET AND COMPETITOR INFORMATION	
SWOT ANALYSIS	
-STRENGTH	
-WEAKNESS	
-OPPURTUNITIES	21-22
-THREAT AND CHALLENGE	
ESTIMATE COST PER UNIT	23
SELLING PRICE	23
MARKET SHARE	23
SELL FORECAST	24
MARKETING STRATEGIES	25-27
FINANCIAL PLAN	
-STARTUP COST	
-WORKING CAPITAL	28-33
-COST OF COMPONENT	
MANAGEMENT TEAM	34-35
OTHER REQUIRE EXPERTISE	36-37
ORGANIZATION CHART	38
PROJECT MILE STONE	39-41
CONCLUSION	42-44

IS PRODUCT OF MY COUNTRY
INDONESIA

Mawadah Group is a company that produces health products through their own
and/or partner companies. The products are designed to help people with
various health conditions.

COMPANY'S LOGO



MAWADAH GROUP SDN BHD

1.0 PRODUCT DESCRIPTION

EXECUTIVE SUMMARY

Mawdah Sdn Bhd is a company strive to make the world healthier through their sleep and more sustainable through innovation. Our team has invented the Lena Smart Pillow comes with Technology features that has been proven through our research to help people with insomnia or sleeping problem. The Lena Smart Pillow operates on the natural principle of 'bone conduction. It triggers your body's relaxation response, the parasympathetic nervous system. It is equally effective for all ages, and particularly helpful for those experiencing stress, anxiety, sleep disturbances. Other than that, our company also targets the group that facing the sleeping problem such as insomnia, snoring, neck pain. Our Product Lena Smart Pillow is using differentiation as sustainable competitive advantages. We try to look for competitor product, highlight their mistake and improve it, this will ensure our company will not having the same mistake. The target market group that Mawadah Sdn Bhd target is the middle income group, because the group of people has great potential. Besides that, our company will collaborate with some company which these companies serve as the constant supplier for Smart Lena Pillow. Lastly Smart Lena Pillow will also collaborate with expert and doctor to create the pillow that will help improve sleeping quality.

1.0 PRODUCT DESCRIPTION

2.1 Introduction

The product to be developed is a Lena Smart Pillow (LSP). Lena Smart Pillow also focuses on improving relaxation skills and changing lifestyle habits that impact your sleeping patterns. Since sleep disorders can be both caused by and trigger emotional health problems such as anxiety, stress, and depression, therapy is an effective way of treating the underlying problem rather than just the symptoms, helping you develop healthy sleeping patterns for life.

The Lena Smart Pillow has opens up an attractive market for all ages of consumers to avoid pharmacological dependence and tolerance of drug regimen for sleeping disorders. The growth in the market has been driven by the increased of awareness as well as access to wellness and health. There are opportunities in the countries for develop a new ways to overcome the sleeping disorders . Furthermore, there is an increasing demand in the developed countries for a better quality at the low cost for technology.

With the continuous growing of population of Kuala Lumpur, the needs of bedding products also will grows at same time. Lena Smart Pillow also targeted the middle income level of people and sleeping problem of Kuala Lumpur citizen.

2.2 Purpose of development

The purpose of the product development are :

To help people who had sleep disorder in Malaysia

To help people who want to overcome the sleep disorder without the help of medicine

To help people track their sleep pattern and

2.3 Product Concept

For people who had sleep disorder to get a good sleep each night

For people who want to track their sleep pattern

For people who are want to listen to music before sleeping

For people that want to read a reading materials at the bed and before sleep