



اَبُو سَيِّدِي تَيْكُونُ لَو كِيْنُ مَبَارَا
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MARA

F | S | P | U

Fakulti SeniBina, Perancangan & Ukur
Faculty of Architecture, Planning & Surveying

LAPINTEL DESK

BLUEPRINT: LAPINTEL DESK

ENT 600- TECHNOLOGY ENTREPRENEURSHIP – Assignment 3: Blueprint

FACULTY : FACULTY OF ARCHITECTURE, SURVEYING & PLANNING (FSPU)

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EXECUTIVE SUMMARY

1.1 Business and product concept

- a) Our table is a practical which is suited to use in the office, home environment, for picnics, travel and etc.
- b) By implementing established technology into the desk, the product is combine with many different gadgets into one single desk.
- c) It's also healthier working when used in conjunction with a regular desk it enables the customers freeing from disorders such as backache and spondylitis caused by long hours sitting in the work place.

1.2 Target market and projection

Our target market and projection are for students mainly and anybody in most level of ages can use of multipurpose table due to its flexibility and can help in making life more comfortable and more productive.

1.3 Competitive advantage

In the concept of competition advantage, our company has professionals and experts in Aluminium Technologies which brought the source of most competitive advantage. Lapintel Desk lowers the risk of back pain injuries and monitors our health system. Normal laptop desk only provide a place for putting the laptop. Beyond this our desk provide all the needs of people and it is the next step in evolution of technological laptop desk.

1.3 The Profitability

Our strategy is to provide an outstanding product using high-grade components, latest technology and systems from highly reliable suppliers with great reputation. People definitely willing to pay higher price for better quality. We produce profit by charging a higher profit margin.

PRODUCT DESCRIPTIONS

PROJECT: *LAPINTEL DESK*

- The product is table that can be **function as a laptop desk**
- The table can be use **indoor and outdoor activity** ,also can bring to travel to anywhere
- The size is laptop **size** but can expand larger for **2 to 3 inch**
- Not **heavy** to bring to anywhere
- Suitable for anyone who has **suffered symptoms** of multiple sclerosis or poor lower leg circulation, or spine injury of any kind.
- The *Lapintel Desk* was designed suitable for them who suffered from backache during doing the work for a long time
- Can be use **while lying on the bed, sofa, on the floor.**

Our design product to satisfy the market needs and beyond what customers expected. When we designing the product, the basic product performance criteria that we must take into consideration are listed below:

Performance

The Lapintel Desk is multipurpose table and suitable for laptop desk, checking our healthy performance and suitable while lying on the bed. This will reduce backache while using a laptp for a long period. Such as working people and students.They are using a laptop for doing their work in a long period.

Reliability

This table has over other bed tables is that it allows you to use the computer while lying totally flat (you don't even have to prop yourself up with a pillow), and it is much more adjustable in height and angle. It would work fine for most body sizes of adults and children, but perhaps not for someone who is extra wide. This table works better for use (with track pad instead of mouse) in bed than when sitting in recliners unless the recliner is very wide.