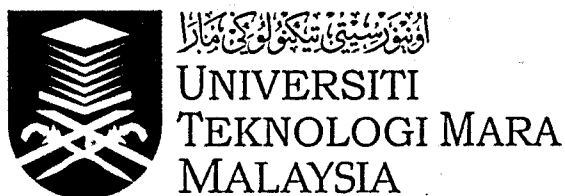


ENT600

TECHNOLOGY BLUEPRINT



TECHNOLOGY BLUEPRINT (SCANNY PRO)

Faculty : **FACULTY OF HEALTH SCIENCE**

Program Code : **HS257**

Semester : **1 2018/2019**

Group Name : **DIGIPRO SDN. BHD.**

Group Members : **1. MUHAMMAD FAZMI BIN ABDUL RAZAK
(2015245288)
2. NADHIRAH BINTI ABDUL RAZAK
(2015229354)
3. NADIA IZZATY BINTI YUNOS
(2015839898)
4. NUR HAZWANI BINTI KAMARULZAMAN
(2015896338)
5. NURUL UYUUN BINTI RAHIMI
(2015832174)**

Submitted to

HAJAH ZANARIAH BINTI ZAINAL ABIDDIN

6TH OF DECEMBER 2018

Table of Contents

CHAPTER 1	2
1.0 PRODUCT DESCRIPTION	2
1.1 Introduction.....	2
1.2 Purpose of development.....	2
1.3 Product Concept.....	2
1.4 Application.....	2
1.4.1 Functions.....	2
1.5 Unique feature.....	3
1.5.1 Picture description.....	3
CHAPTER 2	4
2.0 TECHNOLOGY DESCRIPTION	4
2.1 Overview of product prototype	4
2.2 Scanny Pro	6
2.3 Adjustable Projector Lens.....	7
2.4 Pocket Torchlight.....	7
2.5 USB Port.....	7
2.6 Scanner.....	8
CHAPTER 3	9
3.0 MARKET RESEARCH AND ANALYSIS	9
3.1 Customer.....	9
3.2 Market Size and Market Share.....	9
3.3 Competition and Competitive Edges	9
3.4 Estimated cost per Unit.....	10
3.5 Expected Cost Pricing.....	11
3.6 Marketing strategies.....	11
3.6.1 Product.....	11

3.6.2 Price	11
3.6.3 Place/Distribution.....	11
3.6.4 Promotion.....	12
CHAPTER 4	13
4.0 FINANCIÁL PLAN.....	13
4.1 Start-up Cost	13
4.2 Working Capital.....	13
4.3 Cost of component per prototype.....	14
CHAPTER 5	15
5.0 MANAGEMENT TEAM	15
5.1 Organization.....	15
5.2 Other Required expertise	17
CHAPTER 6	18
6.0 PROJECT MILESTONE	18
6.1 Flow chart Project Design Planning.....	18
6.2 Project schedule	20
CHAPTER 7	21
7.0 CONCLUSION.....	21



COMPANY'S LOGO





CHAPTER ONE

PRODUCT DESCRIPTION

1.1 Introduction

After initial observation and studies towards the current needs of community, the team had chosen a product that we believe can contribute to the educational as well as professional sector. The product is Scanny Pro. Presently, most traditional scanner was designated with printer which was a great combination since people can scan and print at the same time. However in local office network, this can cause several issues like connection errors, poor image quality, chronic paper jams, and also job queue during printing runs. Having a document, text or photos and the needs to share it directly with the others can also be hard and impossible since the normal scanner and projector are big and heavy. The trend toward everything digital had then caused the production of portable scanner that aid in document-capture in anytime and anywhere. Thus, this product is suitable for the educators, students and businessmen as they use this kind of device in their daily lives to enhance the work performance and make the work much easier.

1.2 Purpose of development

The purpose of the product development are:

- To meet the needs and expectations of the community as well as market demands.
- To provide a variety of choice of products in similar market segments.
- To generate profits for the sale of products.

1.3 Product Concept

- For the work and performance enhancement through the use of wireless and portable multifunction scanner.

1.4 Application

1.4.1 Functions

- Laser scanner - The scanner is used to scan the printed documents, books, or any printed materials.
- Projector Lens – The projector is used to project the scanned documents onto the projection screen which is useful for presentations.