



UNIVERSITI TEKNOLOGI MARA  
FAKULTI KEJURUTERAAN KIMIA  
TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT  
ENT600

NAME:	MUHAMMAD BIN YAAKUF	2013263822
	ZAINUR AZIZA BINTI HJ ZAINUDDIN	2013455312
	MASTURINA BINTI ABDUL HAFIZ	2013816064
	HANIFAH BIN MOHAMAD RAHIZAM	2013265304
	AHMAD FAIZ BIN HAMIR	2013270216

SEMESTER: MARCH – JULY 2017  
PROGRAMME: EH 223  
GROUP: EH 223 8C

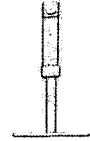
*Metal*

*Not an interesting  
innovation*

*20/11/17 2980*

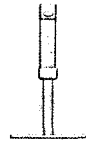
1

*✓ 29*



## TABLE OF CONTENT

	Page
CHAPTER 1 INTRODUCTION	3
CHAPTER 2 TECHNOLOGY DESCRIPTION	5
CHAPTER 3 MARKET RESEARCH & ANALYSIS	
3.1 Target Market	9
3.2 Market Size and Market Share	9
3.3 Competition and Competitive Edges	10
3.4 Estimation Cost per Unit	10
3.5 Selling Price	11
3.6 Marketing Strategies	11
CHAPTER 4 Financial Plan	
4.1 Start-up Cost	12
4.2 Working Capital (4 months)	13
4.3 Cost of component per prototype	13
4.4 Total Cost for Prototype	13
CHAPTER 5 MANAGEMENT TEAM	
5.1 Team Members	14
5.2 Job Description	15
CHAPTER 6 PROJECT MILESTONES	
6.1 Flow Chart Project Design Planning	16
6.2 Project Schedule	17
CHAPTER 7 CONCLUSION	18



## CHAPTER ONE

### INTRODUCTION

#### 1.1 Introduction

After initial observation about the small pointy metal always being spill from its container and it's hard to be collected with our bare hand, the team had chosen a product that the team believe can contributed to society. The product is a stick that has magnetized force that can collect the small metal object on the ground. This product is known as sticky stick. This product should be the solution for the problem that stated earlier. This product is suitable for housewife and employee.

#### 1.2 Purpose of Development

1. To allow user to have an easy and safe way to pick up the small metal object such as nails and thumbtacks.
2. To solve most of household and employee problem of not having a safer way to pick up those pointy little metal.

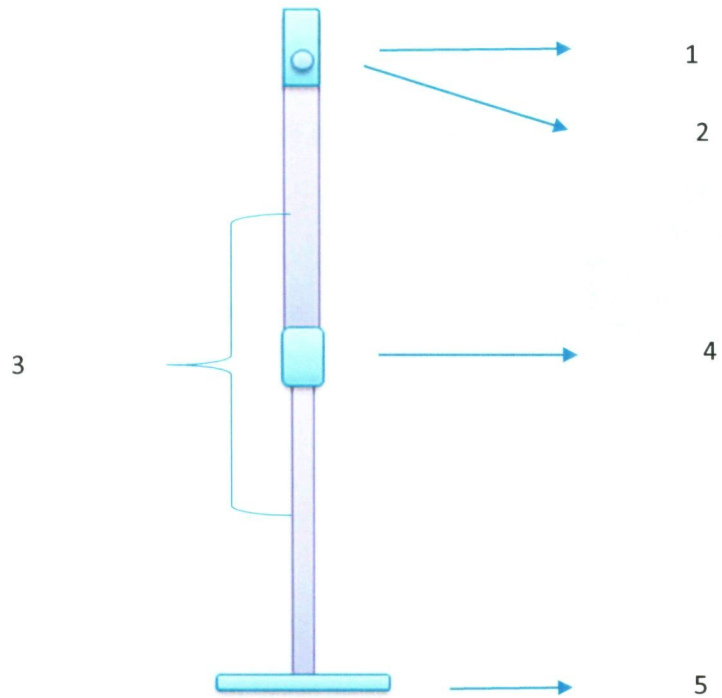
#### 1.3 Product Concept

The product works out like a magnet but safer and easy to reach remote area for collecting the nails and thumbtacks. This product is easy to be brought anywhere because it can be folded.



**CHAPTER TWO**  
**TECHNOLOGY DESCRIPTION**

**2.1 Overview of product prototype**



NO	DESCRIPTION
1	Elastic Grip
2	Button/Switch
3	Extended pole
4	Tighter
5	Metal collector



### 2.1.1 Grip (1)

#### Description:

The Grip is a sponge grip and it is made from high quality EVA sponge. The softness of the grip helps the user to reduce pain when holding the stick by lessening the pressure. This grip are replaceable if it is found broken.

#### Specification:

Material	:	EVA (Ethylene-Vinyl Acetate) sponge
Thickness	:	2.8 inch
Length	:	6.7 inch
Color	:	Blue, black and red



#### Target Supplier

<https://www.alibaba.com>

### 2.1.2 Switch (2)

#### Description:

Switch is a component that connects one conductor with another. Switch in Sticky Stick connect the battery to trigger the magnetic field. The switch can be on and off manually by clicking on it.

#### Specification:

Capacity	:	16A at 125VAC
Dimensions	:	30 x 17 x 28.5 mm
Life limit	:	30,000 min/ Coil 10,000 min



#### Target Supplier:

<https://www.alibaba.com>