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MARA



COMPANY ANALYSIS

Roksam Enterprises Pvt. Ltd.

TECHNOLOGY ENTREPRENEURSHIP ENT600: CASE STUDY

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PROJECT TITLE	SMART BARISTA COFFEE MACHINE
NAME	NURFIRZA HANIM BINTI OMAR SAMRI (2019361881)
LECTURER	DR FARAH LINA BINTI AZIZAN

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EXECUTIVE SUMMARY

Roksam Enterprises is a company from India that built a brand called Tecnora. In this company, it provides the manufacturing, specializing in the design and development for the quality of mixer grinders, coffee grinder and espresso coffee machines to increase the customer's satisfaction. Although the Tecnora brand was established 11 years ago, the company is still active to produce and supply the coffee machine especially in India.

The main problems from the product in the Roksam Enterprises are lack of new technology features and high electrical energy consumption by the coffee machine. In this era of globalization, technology of a product should be innovated highly with the customer's taste design to increase the demand and attract them to purchase the product. In the Roksam Enterprise, all the coffee machines under the Tecnora brand were designed as old coffee machines since it has the buttons to set for the brewing of coffee meanwhile today, coffee lovers prefer to purchase the high technology features and put them in their house. This is because new features on the coffee machine make life easier and enjoy it. Besides, it is also easier for the coffee consumer to be aware of the intake of the caffeine when the innovation measurement of caffeine level in the coffee machine is developed. Hence, the solution to this problem is the Research and Development (R&D) team from this company should find more modern features in order to upgrade the functionality and design. The innovation of smart coffee machines should be produced to increase the productivity and enhance the sustainability of the company in the local and overseas market.

Then, the problem for this company's product is increasing electrical energy consumption by the coffee machine. A cup of milky and sweet coffee usually takes 1,000 to 1,500 watts to operate completely. Since fossil fuel is the largest source to generate electricity, the process of burning fossil fuels should be done continuously for everyday. As a result, the burning may release more carbon dioxide to the atmosphere and cause air pollution which is harmful to the ecosystem. Thus, the suggested solution for this problem is lowering the thermal capacity of the heating unit. To increase the eco-friendly of the coffee machine, the less "heating up" energy that must be supplied by using flow type heaters. Lastly, by observing Tecnora coffee machines from Roksam Enterprises, I have an idea to improve it and become a new product which is Smart Barista Coffee Machine. The product that I will develop may be safe to use, attractive features and highly demanded by customer.

2.3. Product/ Services

2.3.1 Product

Roksam Enterprise established a brand which was called Tecnoira. Under this brand, the company is manufacturing and designing the machine for making coffee. Furthermore, these products have been marketed in India and other countries.

Tecnoira's brand products are:

1. Espresso coffee maker
 - CaffeGusto TCM 109M
 - Epic TCM 801A
 - Classico TCM 106M
 - New Classico TCM 107M
2. Drip coffee maker
 - CaffeMio TCM 206 – Drip Coffee Maker for Home
3. Coffee grinder
 - Artuso Conical Burr Coffee Grinder TCM 301
4. Mixer grinder
 - AVATAR 550FP
 - AVATAR 550E
 - AVATAR 750FP