



اَوْبُوْرَسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT600

TECHNOLOGY ENTREPRENEURSHIP

BLUEPRINT REPORT:

MACHINETTA

PREPARED BY:

NAME	ID
NURUL SYAKIRAH BINTI NOR AFFENDI - LEADER	2021120315
NUR FARAH ATIKAH BINTI ANUAR	2021100271
NURUL FARHANA BINTI AHMAD FAUZI	2021756585
AIDA NABILAH BINTI ABDUL HADI	2021524367

GROUP: AS2012B1

PREPARED FOR: MADAM NORDAYANA BT ZULKIFLI

SUBMISSION DATE: 4th FEBRUARY 2022

TABLE OF CONTENT

1.0 EXECUTIVE SUMMARY	3
2.0 PRODUCT DESCRIPTION	4
3.0 TECHNOLOGY DESCRIPTION	5
4.0 MARKET ANALYSIS AND STRATEGY	7
5.0 MANAGEMENT TEAM	12
6.0 FINANCIAL ESTIMATION	17
7.0 PROJECT MILESTONE	18
8.0 CONCLUSIONS	22
REFERENCES	23
APPENDICES	24

1.0 EXECUTIVE SUMMARY

Machinetta will serve high-quality coffee that comes from a high-quality brew machine at a price that is reasonable for everyone. This brand new coffee machine was created after several discussions and in-depth research. To secure our position in the home appliance market, we also conduct market research. Our target market is housewives, students, working adults and lodging owners such as hotels and motels. We hope to lighten their load by innovating ordinary coffee machines into something they could never imagine to help with chores. It is recommended to have one at home, especially in an office building. While there are other coffee shops in the area, we believe that there is demand for more people to purchase Machinetta especially ones that focus on a high-quality product.

As many coffee machines have been built, we managed to differentiate ours with a few other unique features compared to other ordinary coffee machines on the market. We have added features such as an alarm clock function and a timed brewing function. Next, we have also added Brew Chamber technology to the coffee maker so you can make coffee and tea at the same time. For external functions, the coffee machine has storage drawers to store excess coffee grounds, as well as radio and speaker functions, including a small microphone. In addition, Machinetta has a self-cleaning function with a dedicated button for cleaning and descaling machines. With the idea of producing and innovating Machinetta, we hope that it will benefit its consumers. To keep up with the world revolution, we need to make our product fashionable and flexible enough to meet consumer demands. This coffee maker will be of great help to consumers and many people will be less stressed to do their housework. We hope to be customers' first choice when it comes to coffee brew machines.

2.0 PRODUCT DESCRIPTION

We designed the Machinetta coffee maker to save users time and help them perform their daily tasks by sipping a cup of soothing and mind-relaxing coffee. In this modern era, there are many coffee machine designs all over the world. We introduce our Machinetta coffee maker, with 2-in-1 functionality and Brew Chamber technology, a new perspective on the industry that will become a national trend. New products with all kinds of exciting features that don't yet exist in the global market will almost certainly bring our company to the ranks of established companies for the first time. We are confident that our Machinetta coffee machine will be the best in its class. We've also added some features and technical capabilities to the Machinetta coffee maker to help users make coffee or tea easier and faster. These features and amenities can help most users save time, while also allowing them to enjoy their favorite coffee and have a relaxing day. Our Machinetta coffee machines include features such as an alarm clock and a timed brew function. This allows a user or barista in a cafe to easily prepare a cup of coffee or tea while performing other tasks. Our Machinetta coffee machines have been repositioned not only for baristas in cafes but for all Malaysian housewives, workers and students. It's mainly aimed at young people, but can be used by all ages. Recommended to buy Machinetta coffee machines on our website as it has a limited number of lucky customers. Additionally, we highly recommend buying online, and payment is available in cash on delivery or postage for those on a tight budget. The Machinetta coffee maker includes a multifunction radio, allowing users to fill the silence with their favorite tunes while preparing coffee, or listen to world news on the radio. The coffee maker has speakers and a mini microphone that alerts users from a distance when their coffee is ready. During the creation of this coffee machine, we took time care very seriously. So we've added a feature that's very useful to the user, the siren, which acts as a siren and is on the device before it's ready, and it sounds when the coffee is ready. The Machinetta coffee machine we created has a feature that stores excess coffee after the process is complete.

3.0 TECHNOLOGY DESCRIPTION

For the time being, technology plays an important role in product development and improvement. Every technical breakthrough is developed with the intention of aiding living organisms, emphasizing the significance of technology. As a young entrepreneur, we can see how the visionary in technology is developing new items and techniques by using imagination to build new goods and approaches. We recognize that to remain competitive in this industry, we must continue to innovate in a way that encourages more people to adopt our technology. Through our cutting-edge technologies, we educate people about coffee and tea machine technology.

Simply pressing the button on our Machinetta will generate a delicious cup of coffee or tea. To wake people from their slumber, Machinetta has an alarm clock feature and a timed brew function. Alarm clocks use sensing technology such as EEG electrodes and accelerometers. It missed two crucial factors for us, aroma, and taste, in comparison to the beeping of a phone alarm clock. It comes in two voltages: 220V-240V and 110V-130V. It can also brew coffee and tea at the same time. You can prepare coffee and tea at the same time thanks to Brew Chamber technology. Select the appropriate button for the beverage you require, and the cup will be promptly filled. At the press of a button, Machinetta will present you with a variety of coffee and tea options. As a result, you won't have to seek separate tea and coffee machines. Allow the sound of boiling water and the aroma of freshly brewed tea or coffee to ease you into the day. Enjoy a fresh cup of English breakfast with fresh milk or a subtle green tea from the warmth of your covers with this stylish bedside table.

Following that, we attempted to improve the product by making the coffee and tea machines self-cleaning. Self-cleaning inverter technology based on exclusive Haier technology. Have a specific cleaning and descaling button on the machine. Cleaning these machines is crucial, not just for the machine's health, but also to keep the flavor of your morning brew fresh. According to a 2011 NSF study, coffee build-up can make a cup taste bitter, or worse, there could be yeast and mold hiding in the reservoir. While yeast and mold do not have a significant impact on your health on a small scale, they can induce allergic reactions in certain people. Make careful to clean the equipment on a regular basis to avoid the spread of bacteria. We also add a storage drawer with a built-in stainless-steel lid and measuring spoon for storing unused coffee powder and making coffee quickly.