



SMART BOX BLUEPRINT BUSINESS

Faculty : Faculty of Sport Science and Recreation

Program : Bachelor of Sport Science

Program Code : SR243

Course : Technology Entrepreneurship

Course Code : ENT600

Semester : 5

Group Name : SMART BOX

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SUBMISSION DATE

28 JANUARY 2022

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EXECUTIVE SUMMARY

Our company produces the 'Smart Box,' which is the most recent creative invention in a delivery item that is very easy to use for all levels of users. We all know that nobody wants their packages to break down or crash. As a result, we came up with the concept of modifying and upgrading the mailbox to a Smart Box, which is integrated with cutting-edge technology. As we all know, things that will be shipped will be packaged in the form of parcels, but we frequently hear complaints and comments from netizens since many items sent are damaged or lost when they arrive at their destination, especially when the customer is not at home, this Smart Box is significant since it can prevent the item from being damaged or broken as a result of actions of irresponsible people, animals, or the effects of bad weather. Customers who use Smart Box are certain that they will have no doubts or concerns about the condition of the items.

We evaluated the characteristics of our target market. The 'Smart Box,' which is ideal for all levels of users, is available for order through our service. Our core target market for 'Smart Box' is those who love online shopping as well as people who are busy working and often not at home, such as students, office hour employees, and the elderly. As a result, people will have higher confidence in our products and will be able to simplify the process of having items delivered to their homes by couriers. As a solution, we created a line of different and unique Smart Boxes to suit the expectations of customers who want their belongings to be protected while also increasing the postal service company's reputation.

There are various limitations to the existing mailbox product on the market today that customer should be aware of and be cautious about, such as the inability to use effectively and the inflexibility of time. As an outcome, the 'Smart Box' is a new idea for secure mailboxes that can be accessed by users of all levels. Our existing 'Smart Box,' as approved by SIRIM and the Ministry of Science, Technology and Innovation (MOSTI), produces good and safe product use. This is due to our company's strong commitment to all of our consumers who purchase and utilize our products. The ultimate goal of our business is to become a leading and competitive manufacturer of new products for both the domestic and worldwide markets.

To accommodate the parcel, our company creates a smart box with a vertical rectangle shape that comes in medium and big sizes. The smart box comes in a variety of colors to appeal to a varied range of consumers. The smart box is also a rectangle from the front, with a basic numbered keypad, key section, parcel section door, and mail section hole. This smart box was made out of steel, a solar panel and a numbered keypad. To begin, a numbered keypad is used to unlock and lock the smart box. As a result, the user can use the key to manually lock and unlock the smart box. A solar panel is also installed on the smart box's top. The numbered keypad, which is used to lock and unlock the smart box, receives electricity from the solar panel. The user does not need to plug the smart box in to ensure that it has power because it is powered by solar energy. It will also reduce the amount of parcel damage reports sent to the courier mostly by user. For the profit of our company, total profit our company estimated for 3 years is about RM 2,972,018, which is for year 2022 is RM 699,352, year 2023 is RM 1,049,028 and year 2024 is RM 1,223,638

1.0 PRODUCT OR SERVICE DESCRIPTION

This Smart Box is special in that it can be placed in front of customers' homes so that the things can be delivered at any time while remaining safe. The Smart Box, which has a two- in-one feature that allows it to store things, parcels, and letters, may also be used by the postman to deliver mail. Our company makes a smart box with a vertical rectangle design that comes in medium and big sizes to receive the parcel. The smart box is available in a number of colours to appeal to a wide variety of customers. They have the option of choosing the colour they preferred. From the front, the smart box seems to be a rectangle with one numerical keypad, key section, one parcel section door, and one mail section hole. A solar panel will be seen from the top. Steel, a solar panel, and a numbered keypad were used to produce this smart box.

In addition, on the smart box's top, there is also a solar panel. The solar panel's purpose is to provide energy to the numbered keypad, which is used to lock and open the smart box. Because the smart box is powered by solar energy, the user does not need to plug it in to ensure that it has power. Smart Box also ecologically friendly because it runs using solar power. As a result, it will not cause pollution and will save money because it has no impact on the power bill. When this product is purchased and used, it will save money and make the user feel important. This solution is highly convenient and can be trusted on us to keep their package safe.

Furthermore, when compared to two other brands, our product offers a number of benefits to users, one of which is its beautiful design, which is relatively current. Our products also have great security features, which is why they were created in the first place. Although, in comparison to the other two products, ours is more expensive. However, the price is arguably justified in perspective of the features and quality. In comparison to other competitors, we believe our product offers benefits. We rely on the big change or technology-driven opportunity concept to encourage consumers to adopt our solution.

Our organization estimates that the market need for Smart Box will increase in three years. This could be because many people are interested in fresh innovations that can help them in their daily lives these days. We predict that only 1% of the people in Kuala Lumpur will be interested in our goods because the minimum price is only RM 473. As a result, the total market size of our product is RM 38,836,611. Our company's new product has the potential to be profitable.

Finally, a survey on the product was conducted before a prototype was made, as well as a survey on the initial prototype of the product, to collect input and response from the public. This product has attracted the attentions of many people due to its attractive features and design, and the majority of respondents believe it should be promoted in the current market. All of this suggests that Smart Box has the potential to become a popular product, particularly in Malaysia.

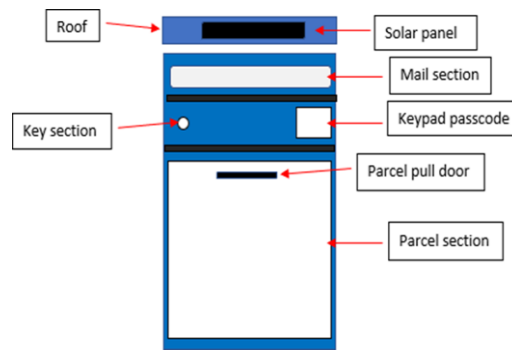


Figure 1: Front view of smart box in 2-Dimension

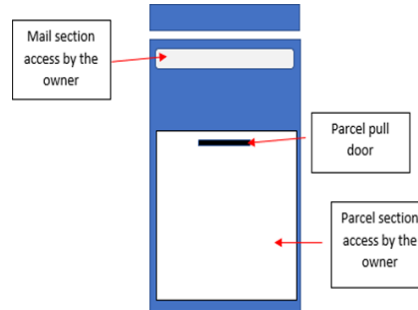


Figure 2: Back view of smart box in 2-Dimension

2.0 **TECHNOLOGY DESCRIPTION**

Nowadays, technology has been used in every sector to simplify and expedite every task. In our business, we are creating a robust, rugged, and secure technology that can solve today's community's problems. We as a new entrepreneur, the idea of creating this product will attract the interest of communities to purchase this product especially they who loves in online shopping. In our business product, we invented to the community's product about parcel and mail store. Talking about parcel, storing, and protecting the parcel from being damaged and stolen is an important matter for a recipient of the parcel. Because of that, the innovation in technology perspective is important to ensure the main goal of earning this product can be achieved. Besides that, we also creating this parcel store with a large space consider sometimes the customers will receive a large parcel, our product is totally different from the older mailbox that only consist of mail section only and not the parcel section. The technology that available on this product is solar panel, key section, keypad pass code, parcel and mail section.

Our product need energy or electricity to function, so because of this product will be located outside of house fence and away from electrical sources we decide to put solar panel as an alternative to get the power supply and it is eco-friendly. It totally can reduce in use of electric power. Besides that, this product also equipped with key section and keypad passcode. The function of key section and keypad passcode is keypad passcode will be used by the courier delivery to send the parcel or mail to the recipient. The keypad passcode also be used by the