



**TECHNOLOGY BLUEPRINT TITLE:**  
**SPICES-CLIQUE**

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**Group Members** :  
1. AQILAH QURATULAINI BINTI AZHAR FAHMY (2022981361)  
2. NURUL NURFATEHAH BINTI AMIR (2022919619)  
3. MOHAMAD FAIZ BIN MOHD NOH (2022782359)  
4. NURIN SYAKIRAH BINTI SAZALEE (2022958477)  
5. ROSSYAMIMI SYASYA BINTI MOHD SHAM (2022981671)  
6. SHABIL SHAUQINA BINTI SHAARI (2022958607)

**Submitted to**

**MS. HASVENDA BINTI ABD RAHIM**

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 Business and Product Concepts**

Kayu Manis Enterprise is the name of our company. The team at Kayu Manis Enterprise started by having a brainstorming session to come up with some ideas on how to create a brand-new product that has never been sold on the market before. The purpose of this report is to provide an overview of our new product, Spices-Clique. This sector required the companies to be involved in packaged goods together with food production. Spices-Clique is an innovation reusable product for 4 basic spices compartments that had been inspired by multiple color pen, have been produced with non-toxic material by Kayu Manis Enterprise and created to help people who like convenient, travel or user friendly, and express-kind of things to have basic ingredients like spices while cooking anywhere, anytime.

### **1.2 The Target Market and Projections**

Our target markets include travellers, university students, foreign workers, and people who enjoy cooking, as well as items that are convenient, eco-friendly, and take up little space. Spice-actual Clique's goal is to make cooking easier for people, reduce the amount of single-use plastics, and save some space. People must use our product creation because it will provide numerous benefits in their daily lives. Furthermore, Kayu Manis Enterprise targets food compartment vendors because it will provide mutual gain and profit in the future.

### **1.3 The Competitive Advantages**

Because most retail chains sell nearly identical products, rivalry within those home product lines is intense, as we all know. It is quite different for us in this case because we create something based on complaints and surveys. Tupperware Brands Corporation is our primary competitor. This company's products are of high quality and well-made. However, some people do not have a lot of money because their products are generally expensive. We are confident that we have an advantage because we are the first company to create an affordable and unique product.

## **1.4 The Profitability**

Since we are the first company to produce this spice container, our marketing team has made roughly half of our profit if our product meets market demand. We might be able to gain value just by selling this Spices-Clique.

## **1.5 The Management Teams**

Kayu Manis Enterprise is a team of 6. Our team's General Manager is Mohamad Faiz. Followed by Aqilah Quratulaini and Nurul Nurfatehah as our Administrator Manager, Rossyamimi Syasya as our Marketing Manager, Nurin Syakirah as our Operational Manager, and Shabil Shauqina as our Financial Manager. Every individual plays an important role promotes the efficiency and productivity of your organisation.

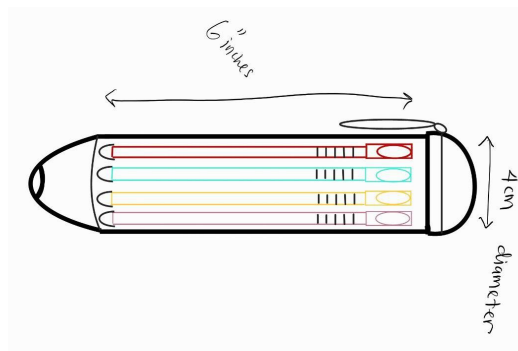
## **2.0 PRODUCT OR SERVICE DESCRIPTION**

### **2.1 Overview of The Product**

Our Kayu Manis Enterprise has decided to introduce our newly developed product which is a spice container to our spice lover people around Malaysia. These ideas were obtained from our own experience who also happen to be spice lovers. We find that it is very hard for a traveler and also a spice lovers to bring their spice everywhere they go due to its inconvenient space to keep the spice. We did some research and analysis if anyone had produce anything that can help spice lover to bring their favorite spice everywhere they go in an easy way. But unfortunately, we found nothing but a big container that gives difficulties to the traveler, especially the backpacker. After that, we decided to discuss and brainstorm on what can we do to give our spice lovers backpackers conveniently and safely bring their spice wherever they want.

From the brainstorming, we decided to invent our spice container called spices-clique. Spices-clique is a unique spice container that we inspired by a multi-color pen that already exists in every stationery store. The word “spices” indicate the spices that we put in our container and “clique” is one of our product's unique feature where our customers can just click the back of our pen. The Spices-Clique spice mill features a quick and easy, no-fuss operation, and all you need

to do is to press the top button and effortlessly sprinkle salt, pepper, or any other spices while your other hand is free. The thumb-operated spices container is perfect to use while cooking since you can quickly and conveniently use it to put spices and efficiently multitask. Spices-Clique is a great addition to any dining table, from everyday dining picnics to breakfast, and backyard BBQs. No more over-seasoned and spoiled dinners. Spices-Clique is considered a new product that mainly focuses on healthy food context. Spices-Clique features a sleek and modern design with a high-quality construction that also makes it perfect for use in the kitchen, when camping, or just in your backyard when hosting a BBQ party. Hence, this product is highly recommended to travelers or adventurers, young people, and housewives who are looking for easy and convenient spice containers. The container has a diameter of 4 centimeters and a length of 6 inches, the perfect size for passing and easy storage, good ideal for daily use.



*Figure 2.1: Spices-clique measurement*

## **2.2 Product Application**

The Spices-Clique is a convenient and space-saving product container that includes four separate sections. To put it simply, this product can be used as a compact alternative to standard spice bottles. Users may store up to four different spices in one convenient container, and thanks to its slim and portable design, they can take it with them practically everywhere. Other than that, there are many features and improvements made within this product such as airtight and waterproof, which is good for your spices. The clear container lets you see how much salt, pepper, or other spices remain, while the twist-off tops let you refill them in a convenient way.