



TECHNOLOGY BLUEPRINT TITLE

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1.0 EXECUTIVE SUMMARY

1.1 Brief descriptions of the business and product concepts

BB Enterprise is a company that manufactures a new invention of portable and foldable washing machine existing in the market. The company has analyzed the problem faced by the consumers when using the normal product of portable washing machine that has been introduced in the market. Our company also studied and brainstormed the product design which suitable the concepts that we decided to make it capable for consumers. The material of the product used had been decided within the company's budget analyzed by our financial manager. The company also had done research and development in terms of idea generations and idea screening.

1.2 The target market and projections

The target market for the Aqua Washes is for the campers, travelers and students. The three groups of target markets are reaching towards portable and foldable washing machines due to the advantage offered by it. Campers and travelers who love to wash their clothes during the camping and traveling activity suitable the criteria as the target market of this type of washing machine. We believe that students need the product the most as they can save their money from washing clothes at the laundry shop.

1.3 The competitive advantages

Throughout the years since the first invention of the portable washing machine, the development and production of the product has many competitors around the world. Each of them wants to produce the new and best version of portable washing machines that covers all the needs of consumers. There are various types of portable washing machines in the market that provide almost the different yet same functionality which attract the users for daily use. Our company decided to break the chain by offering differently in Aqua Washes.

1.4 The profitability

Aqua Washes offers a high-quality of portable and foldable washing machine to maximize the comfort that consumers need in daily life. Our company believes that Aqua Washes will receive positive feedback from the consumers in the market. Aqua Washes are built differently as there is no portable and foldable washing machine that comes out with the same features as Aqua Washes. Campers and travelers would love the product as it offers more safety to them during their activity. Students can easily bring the product to their campus and store it in the room. Thus, the demand for Aqua Washes increases and the company will gain more profit from all the purchases.

1.5 The management team

BB Enterprise's new invention product which is Aqua Washes is a portable and foldable washing machine that serves with solar battery, temperature alterations and QR applications for campers, travelers and students. The product's design and concepts were brainstormed and constructed by a team of five members in BB Enterprise. The team is led by Miss Sharifah Nur Athirah binti Syed Zulkafli, who is the Chief Executive Officer of BB Enterprise. The other 4 members include Miss Nurquratulnisa binti Muhamad Roslee as Administrative Manager, Miss Siti Nur Asyiqin binti Mohd Balinda as Marketing Manager, Miss Alia Sofia Aqwa binti Azmi as Operational Manager and lastly Miss Shazwina binti Shazrul Kahar as Financial Manager.

2.0 PRODUCER SERVICE DESCRIPTION

2.1 Commercialization Of The Product

Our product, Aqua Washes, focuses on the portability function that existed within the product. Hence, the target market for this particular function was specifically focused on campers, travelers and students. In order to sell this product, we decided to promote our invention through an online platform as well as a physical store. In an online platform, we decided to promote the product through Shopee, which is known as the biggest online shopping service. Since there are a lot of sellers and countless shops available in Shopee, we choose shops that focus on selling camping products such as Evergreen Adventures, Trees and Sun Outdoors as well as shops that sell student necessities. This process will also be applied in physical shops as well.

2.2 Application Of The Product

The application of the product is very simple where the user has to scan the QR code available at the front part of the product. It will then be directed to an app in order to set users' preferences when washing clothes. The users can choose the temperature option which is hot, warm and cold and the program which is wash and spin, wash only or spin only. They also can control the weight as well as water level that is used in the product to prevent overloading of clothes and overfilling of water. The users then have to start the washing process and the time would be displayed on the apps. Once the cleaning process finished, notification would be sent on the user's phone as an indicator.

Since this is an improvised invention from an existing product, there are several significance that we create in order to make this particular product stand out. The improvisation shown below;