



اُنِيسِيسِيْتِي تِكْنُوْلُوْجِي مَمارَا
UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

TECHNOLOGY ENTREPRENEURSHIP (ENT600)
TECHNOLOGY BLUEPRINT:
CLAYMATION

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1.0 EXECUTIVE SUMMARY

1.1 DESCRIPTION OF BUSINESS AND PRODUCT CONCEPTS

Claymation's main goal of producing this product is to provide an initiative for our target market mainly parents and those who work in the educational sectors such as nursery or could be an art teacher to choose a better option of safe and non-hazardous modelling clay that is suitable for toddlers or children to play with. To cater with the health and safety issues regarding the use of chemical and artificial colours in the existing modelling clays that potentially harmful to its consumers, Claymation come out with any improvement with the formulation of utilising only safe and organic ingredients that would not impart any harm as we only extract colours from plants and fruits such as blue peas flowers, tomatoes, mangoes and screw pine leaves for blue, red, yellow and green colours respectively.

1.2 THE TARGET MARKET AND PROJECTIONS

Since Claymation is majorly improved for a better toy for children, parents are highly recommended to buy this product for their children due to its vulnerability and safety. Not only for children, Claymation can be played by any age in the house and this including parents, grandparents, cousins and any other people. Facebook and Instagram are known by major people in the whole world, Claymation can be purchased easily from home.

1.3 THE COMPETITIVE ADVANTAGES

As we know, Claymation is imitative from the old existing clay that already has its own competitors. The competitors are Play-Doh, Magic Magnetic Clay and Malaysian Art Clay. All these products already got their name all around the world. But we improved our product, Claymation, to be able to beat these other products. Claymation has a good smell which Play-Doh does not have and this smell is vanilla-like smell. To beat Magic Magnetic Clay, we improvised our product by making it not stain the floor. Last but not least, Malaysian Art Clay. We sell Claymation at a very affordable price which can be bought by every family at different life-levels.

1.4 THE PROFITABILITY

CLAYMATION ENTERPRISE

PROFITABILITY

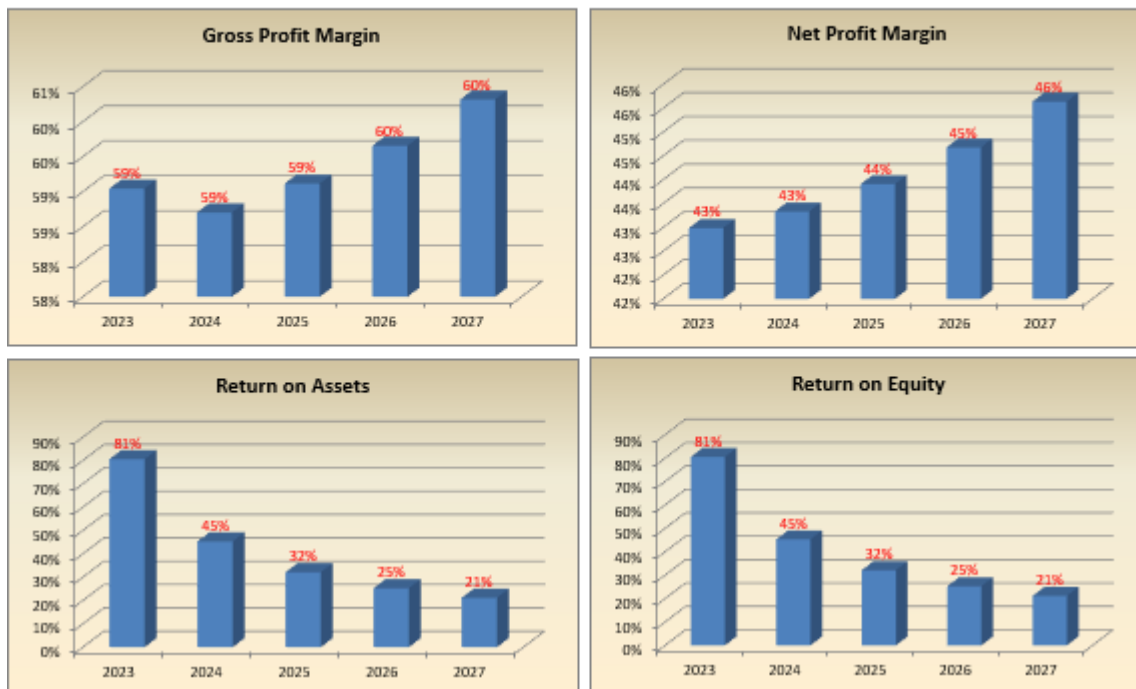


Table 1.4: Profitability

Table 1.4 shows that the return on equity (ROE) and return on asset (ROA) for Claymation have decreased, but the net profit margin and gross profit margin have increased (NPM). The better a company is at turning sales into actual profit, the larger its net profit margin.

1.5 THE MANAGEMENT TEAMS

Our management will be conducted majorly by general manager, Nur Fatimah Binti Muhammad Nazim. Nur Fatimah will be helped by administration manager, Wan Norhakima Binti Wan Mohd, to make sure everything is going smoothly. Under Wan Norhakima, there will be 3 managers that will assist her. Noranisa Binti Zainal Abidin as operation manager, Muhammad Izzat Najmi Bin Mohamad Fauzi as marketing manager and Noor Arifah Binti Ibrahim as financial manager. All these managers are giving an outstanding performance since their first working hour and this has resulted in the great management team.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 DETAILS OR OVERVIEW OF THE PRODUCT

Claymation can be purchased through our operational premise located in Senawang, Negeri Sembilan or can also be purchased via our website (www.claymation.com). Our Claymation box consists of four assorted colours of modelling clay that were packed in an individual package and comes with various shaping kits. This includes five green random shaping designs, three pink coloured scrapers, the two blue plates of crab designs as well as yellow and green coloured fruit designed moulds. Our main goal of producing this product is to provide an initiative for our target market mainly parents and those who works in the educational sectors such as nursery or could be an art teacher to choose a better option of safe and non-hazardous modelling clay that is suitable for toddlers or children to play with. The modelling clay that are currently available in the market may pose health concerns as they typically use polymer clays that contain polyvinyl chloride (PVC) that are mixed with phthalate plasticizers (Newton, 2021). To cater with the health and safety issues regarding the use of chemical and artificial colours in the existing modelling clays that potentially harmful to its consumers, Claymation come out with an improvement with the formulation of utilising only safe and organic ingredients that would not impart any harm as we only extract colours from plants and fruits such as blue peas flowers, tomatoes, mangoes and screwpine leaves for blue, red, yellow and green colours respectively.

2.2 APPLICATION OF THE PRODUCT

Parents who are busy with work or too occupied to look after their children themselves can wish to send their kids to a childcare facility in which they can bring along our Claymation box as it is lightweight and comes together with a complete set of clay and shaping kits. Additionally, since our modelling clays which is made from food-based ingredients are suitable, safe, and non-toxic for children to play with, our product can be a solution for them, wherein, allowing them to relax and focus on their work without concerning about their children's health and worrying if they unintentionally consumed the clay. In addition, teachers in preschools, primary schools, nursery,