



“GUEY” GRILLER

Faculty : **Faculty of Applied Science (FSG)**

Program : **Bachelor of Science (Hons) Biology**

Program Code : **AS201**

Course : **Technology Entrepreneurship**

Course Code : **ENT600**

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Submission Date

27th January 2023

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1.0 EXECUTIVE SUMMARY

1.1. The Business and Product Concepts

Tayzer Enterprise is the name of our company. The purpose of this report is to provide a broad overview of our recently released product, the “Guey” Griller. Our company’s goals are to create innovative, useful products at prices that would provide our customers with the best value. With this invention, the most environmentally friendly griller ever created that does not utilize charcoal is being unveiled.

1.2. The Target Market and Projections

Families, travelers and campers would be the target customers for our product, “Guey” Griller. It will be much easier and simpler to go on vacation, camping and host family gatherings because the design of the griller is quite practical where the users can find anything they require from it.

1.3. The Competitive Advantages

The plurality of retail chains produce nearly similar things, and rivalry in those sectors is strong. Developing things based on surveys, complaints and our findings about how to develop a more user-friendly griller distinguishes this circumstance. To suit customer’s demand, Tayzer Enterprise creates a high-technology and versatile “Guey” Griller with a number of new technological innovations and features.

1.4. The Profitability

Since we are the main supplier of this convenience griller, our marketing division will have generated almost half of our profits if the market approves our product. Customer value models are built on evaluations of the benefits and costs of a certain market product in a particular customer application. Our company might be able to boost our worth only by selling this “Guey” Griller.

1.5. The Management Teams

Tayzer Enterprise consists of five people that play important roles in the organization. For our team, the General Manager is Azrul Hamizan. Then followed by Muhammad Aizal as our Administrator Manager, Umi Nurnazifah as our Operation Manager, Syahmina Dalila as our Financial Manager and Syahirah as our Marketing Manager.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1. Details of the Product or Service to be Produced/Sold.

Tayzer Enterprise has decided to develop technological advances based on broad products in order to deliver a variety of benefits to our target customers at this moment in time. Our product, “Guey” Griller offers a cutting-edge solution for a variety of situations, including off-grid living, emergency preparedness, recreational camping and family social events. “Guey” Griller is a solar-powered food griller that uses natural energy from the sun and has options for a wide range of various use cases. When there is a power outage, some people may find themselves in need of a reliable cooking solution. Others may go camping, and many people would buy solar cookers to be self-sufficient in the event of severe calamity. Besides, the griller can help in preserving the environment since it is eco-friendly. Other than that, due to its portability, the “Guey” Griller’s design is appropriate for outdoor activities since it can be moved or carried around with ease.

2.2 Application of the Product or Service

Our high-technology product creation, the “Guey” Griller, aims to address issues that the target market faces frequently such as the difficulties to gain electricity during handling outdoor activities and the heavy or bulky size of regular griller makes it hard for them to carry it anywhere. Besides, the users are also concerned about the food hygiene while using the regular griller. Their preferred activities, such as camping, traveling and spending time with family would be made easier with this kind of product.

For “Guey” Griller, the aesthetic appeal of our cutting-edge goods is just as important as their usability. The griller’s design is one of the characteristics of our products that makes it suitable for outdoor activities such as camping or traveling. Due to its portability, the “Guey” Griller’s design is ideal for outdoor activities since it can be transferred or carried easily. In addition, because it can be positioned wherever and will always perform properly, it is appropriate for corporate uses and occasions involving family gatherings.

Next, “Guey” Griller’s invention focuses on food cleanliness and sterilization. This product presents an advanced technology that employs low UV radiation to get rid of microorganisms in food, particularly in meat and marine products for barbecues. So,

with the presence of sterilization features in our product, there is nothing to worry about the food hygiene.

The usage of eco-friendly products is prioritized as another one of the “Guey” Griller innovation’s goals. The griller also has solar energy technology, which allows it to operate properly by producing power and heat using solar energy rather than the charcoal that was previously used to grill meats and seafood. With the presence of a solar system in the griller, it can be used for outdoor activities during both daytime and nighttime. So, the users should not feel worried about how to generate electricity.

2.3. Unique Features of the Product or Service

Our product which is “Guey” Griller is a very special innovation because of the high-technology features that are present in the product. The unique features that are present in the product makes it very different from other products sold currently on the market. Here are the features found on our company’s product:

- **Solar-powered**

The griller has a built-in solar generator that is supplemented by an amplifier, guaranteeing that it will function even in dim lighting.

- **Portable**

Since it is a lighter and smaller version than typical griller, the “Guey” Griller is created with a manageable size and weight so users may carry or move it effortlessly.

- **Eco-friendly**

Since the griller will be heated by solar energy, charcoal will not be used as fuel. By doing this, the amount of charcoal utilized will be decreased. Additionally, environmental problems like air pollution can be avoided.

- **Sterilizing action**

This griller has an additional food-safe design element in the form of an UV light that turns on automatically before the grilling process begins. To minimize the microbial content in food, UV light can be used as a disinfection treatment.