



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
**UNIVERSITI
 TEKNOLOGI
 MARA**

EVT 600:

TECHNOLOGY ENTREPRENEURSHIP PROJECTS

PROJECT TITLE:

TECHNOLOGY VENTURE BLUEPRINT

BY QUICKEY SDN. BHD.

GROUP MEMBER'S	<ul style="list-style-type: none"> • NUR NABILA BINTI MAZLAN (2015837488) • WAN NADZIRAH BINTI HAMID (2015223444) • MUHAMMAD TAARIQ BIN MOHD SAKRI @SHUKRI (201526972) • NURBAIZURA LAWYIAI BINTI ABDULLAH (2015208712) • BOWIE KUIP (2014368743)
BUSINESS NAME	"PRO – KEY"
LECTURE NAME	DR. AZLIN SHAFINAZ MOHAMAD ARSHAD
DATE OF SUBMISSION	15 DECEMBER 2017

FACULTY OF APPLIED SCIENCE

BACHELOR OF SCIENCE (HONS). ENVIRONMENTAL TECHNOLOGY

TABLE OF CONTENT

1.0 EXECUTIVE SUMMARY.....	1
2.0 PRODUCT DESCRIPTION.....	2
3.0 TECHNOLOGY DESCRIPTION... ..	3
4.0 MARKET ANALYSIS AND STRATEGIES.....	5
4.1 CUSTOMERS.....	5
4.2 MARKET SIZE AND TRENDS.....	6
4.3 MARKET SHARE AND SALES.....	7
4.3.1 PRICE CALCULATIONS.....	7
4.3.2 THE 3 YEARS OF THE CURRENT TOTAL MARKET.....	8
4.4 COMPETITION AND COMPETITIVE EDGE.....	10
4.5 ESTIMATED MARKET SHARE AND SALES.....	11
5.0 CONCLUSION.....	12
6.0 APPENDICES.....	12

1.0 EXECUTIVE SUMMARY

Keys are one of the essential things to bring before going out from the house. Carrying so many keys that are usually used in daily lives can be a real problem with them often being misplaced, bulky to be kept in the pocket, always gone missing in handbag and can be annoying as they constantly jiggle while walking. Pro-Key by Quickey Sdn. Bhd. is a key organizer that was designed as an answer for bulky, annoying and missing keys. Pro-Key is sleek, lightweight, portable and comes with Bluetooth to track down your keys.

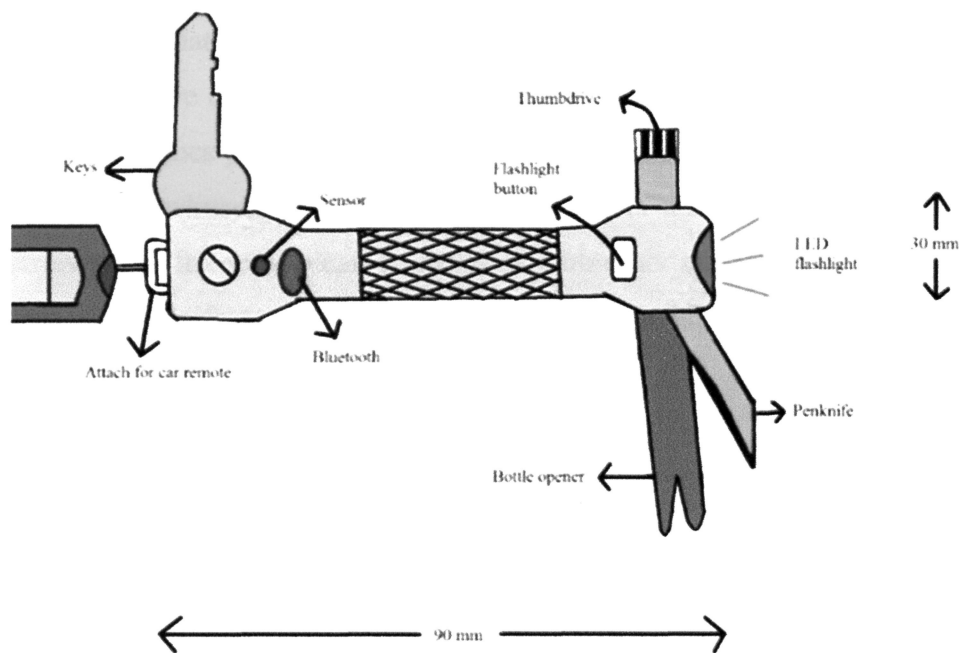
Quickey Sdn. Bhd. is a new company based in Malaysia that provides premium pocket key organizers, Pro-Key, which are compact yet functional in holding up to 10 keys and incredibly versatile with a wide selection of accessories. Pro-Key comes with a tracker technology that alerts you within the Bluetooth range via phone app. If you lost Pro-Key, the app will track the current location of your Pro-Key and it also comes with custom separation alerts that notify you when you are about to leave Pro-Key behind.

The target market of our product is to provide a custom key organizer for all levels of customers, either individuals, in households or even for university students in all genders that have problems holding or carrying a bunch of their keys and losing them frequently. Our major target market size is mostly from working individuals and households, while there might be some small potential buyers among university students considering their financial income. In fact, we are expecting the growth of our product will be increased in marketing by building a cooperation with knowledgeable sales people. Furthermore, in manufacturing, we plan to hire cheap labour and train them to customize the production of Pro-Key, and purchase wholesale components in bulk to cut down on costs.

As for the business, we are providing a key organizer which can fit up to 10 keys and other useful accessories such as a tracking device with the latest version of wireless technology Bluetooth 4.0 with a range of approximately above 300 meters, a 32GB thumb drive, bottle opener, torchlight, and a pocket knife. Besides, it has a highly audible alert which increases the chances of finding lost keys even when completely out of range.

Our product warranted to be free from defects for 5 years from the date of purchase and provided that we will be responsible for delivery charges. The complete combination of all the component are meeting customer's need and it is trustworthy to be used. The basic products cost estimation is RM50 and will be sold at the price range of RM80 - RM150 depending on the customized accessories.

2.0 PRODUCT DESCRIPTION



Carrying keys inside our pocket pants literally can be a real pain as they are sitting with us uncomfortably. Plus, when there is a lot of keys that we need to bring together at the same time, it creates mess inside our pocket or bags. The Pro-Key was designed as an alternative to the age-old keychain dilemma. The Pro-Key by Quickey will transform our mess of keys into a sleek, portable solution in a way that traditional keychains can't. With the Pro-Key, most standard-sized keys are layered on and sandwiched between aircraft aluminium handles about two stainless steel posts which allow the keys to swivel in a "Swiss Army Knife" style.

The base model fits up to five keys. Fewer keys require small spacers in the assembly, while six or more keys (up to ten keys) require an additional expansion pack. The pack can be expanded up until the thickness of 30mm depends on how much the keys are being sandwiched inside the pack. Due to the accommodation of varying number of keys of different shapes and sizes, the Pro-Key implements tight tolerances and superb fit and finish. The frame shape is Grecian shape with the length of 90mm. The Pro-Key will keep all of your important keys in one place and keeping them compact. Besides, the Pro-Key comes with variety of colours such as grey, yellow, orange, blue, black, red and green.

It can accommodate even the bulkiest keyring and cuts down on jingle significantly. The frame is slightly concave or Grecian from the sides with the length of 90mm. With all of these features, the Pro-Key does provide an answer to the dilemma of pocket carry and belt carry. In the pocket, it avoids awkward bulge and its smooth holder and slim profiles make it easier to store and retrieve. The frame also can be installed with other additional useful accessories such as thumb drive, pocketknife, torchlight and a bottle opener.

3.0 TECHNOLOGY DESCRIPTION

Technology is a body of knowledge devoted for creating tools, processing actions and extracting of materials. In modern life, technology is widely used in daily lives and it can be used to extend human's abilities. Technology keeps on improving and changing according to human's need and demand. Quickey Sdn.Bhd. introduce a product that is known as Pro-Key and it has come with a tracker technology that give alert to the user within the Bluetooth range by using phone application.

Bluetooth is a device that uses radio waves instead of wire or cable that connect to any electronic devices such as phone and computer. Every of Bluetooth's product contain a tiny computer chip with Bluetooth radio and software that make connection works easily. Bluetooth works when two of the Bluetooth devices pairing with each other. Only over short-range the communications of Bluetooth happen. Network device used to connect using Bluetooth technology is piconet network. One device will take as a master while others acts as slaves once the network had been established.