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| **PROJEK *MALAYSIA LABORATORIES FOR ACADEMIA-BUSINESS COLLABORATION* (MyLAB)** **(Pindaan 2017)****JABATAN PENDIDIKAN TINGGI****KEMENTERIAN PENDIDIKAN TINGGI****KERTAS KONSEP MYLAB FASA 2 / 2017***[Incomplete Form will be rejected]* |
| **A.** | **Tajuk Projek Yang Dicadangkan:** *Title of Proposed Project:*  |
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| **B.** | **Maklumat Permohonan** */ Details Of Application* : |
| **(i)** | Nama Ketua Projek: No. Kad Pengenalan/ Pasport:*Name of Project Leader: IC / Passport Number*:  |
| **(ii)** | **Jawatan (Sila tanda (√ )):***Position (Please tick ( √ )):*  **Profesor Prof. Madya** *P*  *Professor Assoc. Prof.*   |
| **(iii)** | **Fakulti/Jabatan /Pusat/Unit (Sila nyatakan alamat penuh):***Faculty/School/Centre/Unit (Please provide full address):* |
| **(iv)** | **No. Telefon Pejabat: No. Telefon Bimbit:***Office Telephone No.: Handphone No.:* |
| **(v)** |  **Alamat e-mel:***E-mail Address***:** |
| **(vi)** | **Nama dan alamat industri:***Industry name and address:* |
| **(vii)** | **Nama universiti kolaborasi:***University collaboration name:* |
| **(viii)** | **Tempoh masa projek ini (Maksimum 36 bulan):***Duration of project (Maximum 36 months):*  ***Tempoh* : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** *Duration*  : |
| **(ix)** | **Jumlah peruntukan yang dipohon:***Amount applied:* |

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| **C.** | **Ringkasan Eksekutif /** *Executive summary:* |
|  | **Ringkasan Cadangan Eksekutif Projek (maksimum 600 patah perkataan)****(Meliputi pernyataan masalah, objektif, kaedah pembangunan produk, jangkaan hasil produk/ implikasi dan kepentingan output projek.***Executive Summary of Project Proposal (maximum 600 words)* *Please include the problem statement, objectives, product development method, expected output/outcomes/implication, and significance of output from the project).*  |

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| **D.** | **Cadangan Maklumat Projek Secara Terperinci /** *Detailed Proposal Of The Project* |
|  | 1. **Maklumat Teknikal /** *Technical Information*
 |
| **i) Latar belakang Projek :***Background of the Project:* |
| **ii) Pembuktian Konsep :***Proof of concept :* |
| **iii) Penanda Aras Teknologi :***Benchmark :* |
| **iv) Objektif :** **Objectives :** |
| **iv) Metodologi :** **Methodology:**Sila nyatakan di borang ini / Please state in this form :1. Penerangan metodologi / Description of Methodology
2. Carta alir aliran proses pembangunan produk (Sila lampirkan) / Flow Chart of Research Activities ( Please enclose in the Appendix)
3. Carta gantt aktiviti penyelidikan (Sila lampirkan) / Gantt Chart of Research Activities (Please enclose in the Appendix)
4. Carta perbatuan dan tarikh projek / Milestones and Dates
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| **E.** | **Kajian Pasaran /** *Market Study* |
|  | **i) Keperluan Pasaran :***Market Needs :* |
| **ii) Saiz Pasaran :***Market Size :* |
| **iii) Pertumbuhan Pasaran :** *Market Growth :* |
| **iv) Pensegmenan pasaran:***Market Segmentation :* |
| **v) Sasaran Pasaran :***Target Market :* |
| **F.** | **Maklumat Pasaran** */ Market Information* |
|  | 1. **Halangan Pasaran**

*Entry Barriers* |
| 1. **Polisi dan Keperluan Pematuhan Piawaian**

*Policy and standard compliance requirements* |
| 1. **Analisis SWOT**

*SWOT Analysis* |
| 1. **Strategi Pemasaran**

*Marketing Strategy* |
| 1. **Senarai Sumber Rujukan**

 *References* |
| **G.** | **Kajian Pesaing /** *Competitor Analysis* |
|  | 1. **Kelebihan Persaingan:**

 *Competitive edge:* |
| **ii) Perbandingan Produk (tempatan/antarabangsa):***Product comparison (local/international) :*

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| **Bil.** | **Produk** | **Kelebihan** | **Kelemahan** |
|  | Produk yang dicadangkan |  |  |
|  | Produk pesaing |  |  |
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| **iii) Pasaran Nic (jika ada) :***Niche Market (if any) :* |