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