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UNIVERSITI  
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ENT 600

L'DUMBLR

“World’s Smartest and Trusted Tumbler”

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## **1. Executive Summary**

The business of L'Dumblr is based on the technological business that brings new and efficient product to the customer to make their life become easier. This business develops product that can solve ease an individual's work. Within a period of 2 years of researching and development, our company introduced L'Dumbler to the market. The L'Dumblr is a developed tumbler inspired from self-stir mugs where the L'Dumblr tumbler have features to stir drinks with a push of a button, maintain the heat of tea or coffee drinks with some other featured function. This product has become more popular amongst tourist, student and workers.

L'Dumblr has many functions that help make our morning easy especially for people whom favors to bring their own home made drinks to the office. The L'Dumblr is a product that avoids drinks from spilling when the tumbler falls or slips from consumer hands or maybe tumbles from the table or car where it has an anti-spill lid which consists of a strong and secured sealant rubber holding the water from spillage even after hard-fall. The L'DUMBLR COMPANY is targeting market based on three types of customer which are tourists, university students and also workers. This is because of the tumbler function that fits the targeted customer's behavior and lifestyle where they lack of time to visit coffee shops, thus, making this product very useful to their needs.

In order to enter the market, every company must conduct a competitor analysis to know the strengths and weaknesses of the competitors. This is done to acknowledge their position in the market, the methods used to attract customers and the size of their market. We also need to have knowledge in making judgments in terms of pricing, promoting, advertising, branding and other aspects. Therefore, L'DUMBLR COMPANY must make sure that each type of product released to the market must be able to compete with surrounding competitors. The disadvantage of L'Dumblr is that the competitor's product is better known in the market.

L'Dumblr is actually the first thermos-tumbler that is embedded with smart technology having self-stirring mechanism and cookie pocket function for compact and space saving purposes making this product unique and desirable to various types of consumers all around the world. The L'Dumblr comes in a box consisting of 1 set of tumbler, 1 set of rechargeable

batteries, USB wire cable, wall-socket plug and USB car-plug charger. This product has a 1 year warranty if any problem persists or the product features fail to operate as stated. The L'DUMBLR COMPANY will repair the tumbler if the failure is minor and our company also leaves an option of replacing the tumbler with new one if the damage of the product is major. Our company however, will firstly try to fix the product with the expertise of our technicians for capital cost purposes. L'Dumblr also comes in three colors which is black, silver, and gold, having attractive designs that would attract a large crowd of consumers to buy this product.

When developing a new product, it is very important to consider and have a research on the product design. The product design research is done to be able to release the product that satisfies the customer's likings. This product is designed to solve people's problems and also ease their workload especially during rush time or peak hours. After the product design research, a business plan or also known as blueprint needs to be documented. A blueprint is used as a brief plan of the implied business to either get loans from bank or to get shares from shareholders. The business plan also acts as a guideline for us in order to run our business effectively.

ENT 600 course requires a blueprint report developing a technology product. Fulfilling to the course requirements, we have chosen to develop a new product by L'DUMBLR COMPANY. To run L'Dumblr's Company, we have allocated RM80,000 as our capital with a total loan of RM 145,046 giving a total start-up capital of RM 225,046. There are four aspects that was taken into consideration in running the business starting with Administrative Plan, Marketing Plan, Operation and lastly Financial Plan. These plans therefore play important roles to manage the business itself.

This project's implementation cost is only RM 5000 in designing and making the prototype of the product of which its net profit would reach millions of Ringgit Malaysia. In our sales forecast, we would reach up to RM 2,862,000 in a period of three years' in the business. The profit is divided amongst all shareholders based on the equity contribution.

In the management team, the L'DUMBLR COMPANY has five main managers who plays their own roles, which are the General Manager, Marketing Manager, Financial Manager, Operational Manager and R&D Manager. The roles that they hold are based on their education background where they are able to provide their skill and knowledge in order to build the