

2015

“IRON BUDDIES” (SAFETY IRON SYSTEM)

ENT600: BLUEPRINT PROJECT

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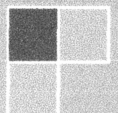


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1.0 EXECUTIVE SUMMARY

1.1 Brief Description And Product Concepts

Malaysian citizen today realize how much important it is to have a home that is safe to them and their children. In order to do that, many system have been created to helps people to make sure their home is the best place to live. But, very few people realize that the everyday tools and equipment that they use itself can actually be their enemy and potentially harm them. To prevent the equipment to be harmful, lots of company have created new safety system in their product. But not all product have safety precaution inside their product. This is a disadvantage to the users that love to use their favourite product in daily.

As we all know, standard procedure for every product is to go through the inspection and test by SIRIM to make sure that the product is safe. The product safety is not enough to make sure there is no human mistake that will brings problem inside the house. A clever system is needed to be a reminder for human to be more alert to their home surrounding.

Our product is simply a device that can be attached to the iron and alert the user if the user left the iron in standing mode for too long. Around a few minutes of time, "Iron Buddies" will then produce an alarming sound so that the user or other people will notice it, so it will remind them that they have left their iron in dangerous position that can potentially be harmful for children and other human.

1.2 Target Market and Projections

Our company targets market can be divided into two segments which are firstly, a household field and secondly, textile manufacturer or distributor company field. "Iron Buddies" target market is focused on to all housewife, maid and bachelor that used clothing iron in Malaysia. This product is affordable to be selling to any people with low-wage and student. By using low price material, the product could be sold at a suitable price.

The product's name is one of the major effects for marketing. If the price is suitable, it is easier for the product to be sold. But, if people don't know about the product, they will not buy it.

So, the way to make them realize that this is an important product is by placing advertisements at the place where the iron is sold in all store. To increase more awareness, the advertisement will show how harmful the iron can be without the device. By showing how much the different our product brings to the safety of their iron, they will buy this product to include it with the new iron that they are buying or already have.

1.3 The Competitive Advantages

Microtel Co Sdn. Bhd. is an engineering company specializing in the producing many kind of electrical safety devices that provide the customers with high-technology product together with many special features.

In order to compete with other safety devices that are already exist in the market. We believe our product is able to stand out because of its unique safety feature that offers a modern and attractive addition compare to the other pre-existing safety product. "Iron Buddies" produce sound to alert the users, this function has never been created by the other clothing iron company. Besides that, this product actually not an iron, but an electronic system that can be attach to all kind of iron products. So there will be less competitive compared to designing an actual iron product.

"Iron Buddies" will be available at all electrical and electronic hardware in Malaysia. We will also place our product on every major textile producer or distributor company in Malaysia. The design will come with varieties of colours to make it suitable to the body of the user's iron. The product is suitable for all types of iron because of its attachment system that will fuse with every design of iron's body and shape.

1.4 The Profitability

We fairly believe that this product will be able to gain profit after an effective safety campaign and advertisement considering its safety approach that is believed to possess a certain attraction to customers. The increasing of people awareness of safety will assure "Iron Buddies" to be one of the must have important device in their house.

Furthermore, so far there is no other clothing iron related company in Malaysia that provides the same idea and system like our product possess. The capital cost of producing this system is low. So, we will be able to sell it at an affordable price which can be a great factor to encourage customer to buy our product rather than risking their safety in house..

1.5. Management Team

Microtel Co. Sdn. Bhd. is consisting of a General Manager, Marketing Manager, Operation Manager, Financial Manager and Research and Development (R&D) Manager. Everyone in the team will play their roll and contribute their knowledge and enthusiastic as much as possible for the product development and the future of the company. Below is the organization chart of the management team.