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MARA

GOGLOW MARKER PEN

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1.0 Executive Summary

1.1 Business Product and Concept Description

Our business is focusing in the production of glowing ink of marker pen. The main function of our marker pen product is the ink can be seen in the dark. Besides, the marker pen has two-sided features which allow consumers to write with the fine tip or broad tip of writing. The marker pen is well-designed using a low chemical material ink which is safe for consumers to use it as well safe to environment compared to the product of marker pen that currently available in the market which use a harmful chemical material for the ink of marker pen and characterized by a very strong smell. Other than that, current marker pen does not provide the ink which can be seen in the dark. It would lead the users' learning and teaching session being limited. For some view, although currently there is a glowing marker pen in the dark, it does not available in various colours of ink. Thus, this glowing marker pen can help to solve the common problems regarding current marker pen used in the market as it can fulfilled consumers' need.

1.2 Target Market and Projection

The target market of GoGlow Marker Pen is for students, lecturers, and office workers as well. This product is targeted for them such that they are hard to see the writing when in the dark situation especially in the learning and teaching session whether in a classroom or office room. Although this product is just a marker pen, but the function is very much needed for these target markets. A student, lecturer, and office worker are all in the same category which sometimes will use a projector in a teaching and learning process. For instance, during that session, the area must switch off the lamp to see the slide better. But sometimes the instructors also have to write something on the board for further explanation. Since the class in the dark, it will make the audience hard to see clearly what have been written on the board. Thus, our product can help to solve this problem. Based on the feedbacks from the respondents, most of them are interested in buying our product as it is something new and also due to awareness of the reading in the dark.

1.3 Competitive Advantages

The GoGlow Marker Pen produced is very different which an improvement from the current market pen in the market as our product is made up of safe to be used as it contains a low chemical substances for the ink material. Besides, our marker pen product is very useful for consumers who always need to bring marker pen everywhere for work. They need to write on the paper and on the board as well, hence with the two-sided features of marker pen, they do not have to bring two marker pens. It will save the space as they can use just only one marker pen for two purposes of daily routine. Moreover, this innovative marker pen allows users to write, turn the lights off, and watch it glow. They can just use and see the writing clearly and will have a better experiences of use it.

1.4 Profitability

The term of profitability is a meaning of a business to earn a profit. Profitability is used in analysing the financial success of a company. Since our company is supplying the marker pen to the bookstores or stationery stores, the cost related to our marker pen product is depending on the stores being distributed. The overall cost for our product is RM5 regardless of any kind of colours. Thus, our estimated profits will be calculated after the product distributed to the bookstores or stationery stores. So, the marker pen will be sold to the manufacturer in order to gain profit.

1.5 Management Team

The management team is the group of individuals that operate at the higher levels of an organization and will have a day-to-day responsibility for managing other individuals as well maintaining responsibility for key business functions. The management team of Fabestello Company consists of Wan Mohd Zawir as General Manager, Amirullah as Administrative Executive, Ainul as Marketing Executive, Nora Nurin as Financial Executive and Atika Nadia as Operational Executive. The management team will ensure the organization operates well daily.

2.0 Product Description

2.1 Product Details

GoGlow Marker Pen is a new type of marker pen which is environmental friendly since the ink is made from a low chemical substance material. The current marker pen is made up from a harmful chemical. It is lead that the current marker pen is not safe to be used for children as children nowadays love to learn by using whiteboard rather than through a pencil and paper. However, by using the GoGlow Marker Pen, there is no need to discard the consumption of marker pen towards the children. Our company decided to produce a marker pen product from safe substances which later it can be used for children as well. So, our product can be used widely no matter what age of consumers. Besides, the current marker pen has limited variety of colors. Thus, the GoGlow Marker Pen will enable users to choose the colors which suits their taste and preference.

2.2 Application of Product

Due to the awareness of reading in the dark as well there is good feedback from respondents; most of them are interested in buying this new product. The innovation with the alternative function of this new marker pen would clearly allow improvement for them to read better in the dark area as they needs to be in the dark. Besides it is facilitates the consumers such they do not have to bring two marker pens at one time, this product is safely to be used. Since GoGlow Marker Pen is made from the low chemical substance materials, it can enhance the uses of the marker pen. This new marker pen can be used widely no matter of what age such as kindergarten up to adolescences. As this new product of marker pen can improve the reading in the dark, it could contribute to eyes health benefit as well it does not harm the users who use this marker pen. This new marker pen will streamline the learning process and facilitate people to read the text in dark situations.

2.3 Unique Features of Product

Our marker pen product has the same shape like the current marker pen in the market which has a shape of cylinder as it is easy to be hold. However, our product of marker pen has two-sided features which allow consumers to save the space as they can use just only one marker pen for two purposes of daily routine. The two-sided features have broad and fine tips which allow users to write whether in a broad writing or fine writing types. So, users can easily write on both surface like whiteboard and paper as well.