



SOLAR-POWERED WEARABLE POWER BANK BLUEPRINT REPORT

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1.0 Executive Summary

1.1 Brief Description of the Business and Product Concepts

The Solar-Powered Wearable Powerbank (SPWP) is a modern, environmentally friendly wristband that allows users to charge their electronic devices using solar energy. It is intended for people who are constantly on the go, particularly students, tourists, and outdoor professionals who have difficulty finding electricity to charge their phones or smartwatches. SPWP is more than just a powerbank, it is wearable, smart, and sustainable. It has a foldable solar panel, GPS tracking, and Bluetooth battery monitoring.

1.2 The Target Market and Projections

The SPWP market in Malaysia is expected to reach 7,200 consumers by 2025. This comprises university students, outdoor lovers, vacationers, professionals, and eco-conscious individuals. Our company intends to capture 20% of this market in the first year, resulting in 1,440 units sold.

We expect this figure to rise year after year as awareness and demand for green technology expand. In 2026, the market is expected to reach 9,000 consumers, and we plan to sell 1,890 units (21%). By 2027, we estimate 10,000 users and 2,200 units sold (22%). The product will be sold countrywide, with a focus on high-potential locations like Kuala Lumpur, Bangi, Johor Bahru, and Sabah, as well as rural areas with poor electrical access.

1.3 The Competitive Advantage

Unlike typical power banks and solar chargers, SPWP is wearable and does not rely solely on grid power. It operates on renewable solar energy and can be worn hands-free, making it suitable for mobile users. In comparison to existing competitors such as Pineng or Anker solar panels, SPWP is lighter, more convenient, and environmentally beneficial. Its smart features, such as Bluetooth monitoring and GPS tracking, add value that existing rivals do not provide. It also supports solar and USB-C charging.

1.4 The Profitability

SPWP costs RM230 per unit, which is competitive and reasonable for students and working adults. Based on predicted unit sales and cost structure, the company anticipates sustained revenue growth over the next three years. The expected revenue for Year 1 is RM331,200, which will rise to RM506,00 by Year 3. The financial strategy is supported by owner equity and a business loan, with tight cost control in manufacturing, marketing, and operations to assure long-term viability and profit.

1.5 The Management Team

The management team is made up of six motivated alumni students from diverse fields such as business, engineering, marketing, and accounting. Each member has worldwide academic credentials and is accountable for a specialized function such as CEO, COO, CTO, CMO, CAO, and CFO. Their combined expertise in leadership, operations, technology, branding, human resources, and finance enables the company to run smoothly and respond to issues. SPWP's success in the market will depend on their collaborative efforts and common vision.