



اَوْبِقْ رَسِيْقِي تَتَكْوَلُو كِي مَارَا  
UNIVERSITI  
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MARA



# **BLUE PRINT REPORT**

## **AUTO VISION (AV) OPTICAL CENTRE**

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## 1.0 EXECUTIVE SUMMARY

**Auto Vision (AV) Optical Centre** is a **sole proprietorship** business, has new product to introduce to the consumers which is Auto Focus glasses. My business decided to supply glasses since it parallels with consumers' demand whose had short-sightedness and long-sightedness at the same time. Auto Focus glasses is a liquid based lenses made up of glycerine, a thick clear liquid, enclosed in flexible membranes. The liquid lenses change shape according to the distance of objects, making reading glasses and bifocals unnecessary.

Overall marketing strategy will be included specific marketing philosophy and strategy of the business, the value chain and the channel of distribution in the target market. Firstly, AV Optical Centre's target market will be based on the residence in Johor Bahru area since the business is located in the middle city of Johor Bahru. For initial intensive selling effort, my business has set the target customers in other words, types of customer groups that will buy my product. This business is targeting presbyopia (aging people with loss focusing ability) and young people with faulty eyes highly caused by genes inherited from family.

This new product development can help consumers to lead a better lifestyle by looking near and far without being distracted by bifocal lines. Auto Focus glasses will help those presbyopia to read at ease because they do not need to handle with bifocal line anymore. Besides, this product can maintain their health reputation as it is very easy to adapt without causing them to feel dizzy or headache. Although this product is not cheap as existing product, it is worth to own.