



“AUTOMATED MEASUREMENT DEVICE”



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1. EXECUTIVE SUMMARY

As many years passed by, fashion become one of the must follow trends, thus demands increase and taking measurement in manual way by using measuring tape will slow down the process. Nowadays, everything are based on technology. Our RaSP Company have new product to introduce to the consumers which is Automated Measurement Device. Our company is targeting in supply for this product since it is customer-friendly which helps in saving time and avoid measurement error especially to consumers that love to buy everything online. Therefore, Automated Measurement Device can help the consumer because the products are affordable and easy to use. Overall marketing strategy will be included specific marketing philosophy and strategy of the company, the value chain and the channel of distribution in the target market.

First of all, our target market involve mass customers basically those that have business in clothing line which are online shoppers, fashion designers, tailors and boutique owners. The product is not only designed to save time for people that are always busy but to minimize error for body measurement. The price is reasonable and there is no physical energy used. Our company target for production in 2nd year we will target to increase it by RM 1 500,000. The management team in our company consist of several sections and is conducted by experienced employee to make sure our company is run efficiently.

2. PRODUCT DESCRIPTION

The product of our company would like to produce is an Automated Measurement Device. The Automated Measurement Device is unique, compact design and portable. The function of this device same as measuring tape which is to take body measurement but works differently. Usually tailors will take measurement on certain part of our body one by one which very time consuming but with this new device, the customers only need to stand straight in front of a camera with fix distance and height as instruct in the manual and less than one minute, all measurement for our body part will be taken and recorded.

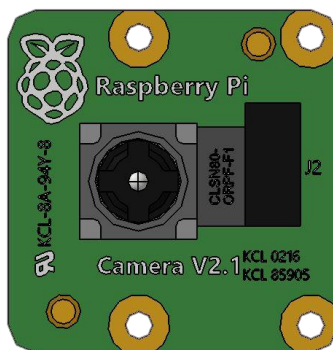
This device made up from HD camera, camera lens, LCD screen, adjustable stand, USB port and motherboard equip with internal software called Raspberry 3 that responsible in measuring the human body part and record the data. Its dimension is 20cm x 6cm x 20cm at just 0.5 kg and carrying all that power is effortless. It is surprisingly effective despite their small size. Other than that, the power usage is 2 to 6 Watts that is very low in saving electric energy same as a smartphone. Then, the product can save time, money and energy used.

This product is covered with soft silicone. It is possible to reduce the impact on the device when it falls. The case was also designed specifically for the four corners and tempered glass for the LCD screen which very hard to get scratch or broke during impact. Design is very comfortable with the best quality that has high resistance to rusting. It is also available in three colors which are blue, red and purple. It may not come in flashy colors, but the product featured design properties is unique such as has adjustable legs for stability on uneven surfaces.

3. TECHNOLOGY DESCRIPTION

Nowadays, when we go out to market to buy any appliance, we have no idea on what type of appliance that we should buy in order to fits our need and efficient to us. Finding the right one may be challenging since we want the best appliance to make us feel easy and save our time. Automated measurement device are no different. For more than six decades, there has no innovation towards that device. From year to year, there have been at best, marginal increases in the efficiency of online shopping towards clothing line and fashion trends rapidly change. Therefore, with the goal of placing a measuring tape we have develop a new technology called Automated Measurement Device in which it is easy, fast and safe to be used.

This device made up from a board of chip using Raspberry pi 3 software, HD camera with focusing lens, LCD screen to display the body measurement, USB port for electrical supply and comes with portable stand. Manuals provide along with this device to instruct all consumers on how to operate this device.



Raspberry pi 3 equip with HD camera and lens