



## **CARTABLE ECO-FRIENDLY SOLAR CHARGER**

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 Brief description of the business and product concepts.**

To challenge the industry, the product has been developed to produce the quality and innovative with improvements technology that can goals and fix certain problems. It also can make things or enhance the consumers life be easier as its objective is to develop a product that can improve their everyday life. The Cartable Solar Eco-Friendly Solar Charger have been produced to deliver and provide the benefits to lot of people that meet their needs with better functionality and produce the best services and goods quality. It also increases the everyday life for consumer as the eco-friendly term which affable to environment and nature. The use of solar energy as its main components can affect the can reduces or least negative bum to environment and ecosystem. It also can reduce the electrical uses of consumer by its benefits from the sunlight as it major function tool.

### **1.2 The target market and projections.**

Our company aims Malaysia as it targets market with Kuala Lumpur and Selangor as its focus place of distribution. It also has lot of benefits to offer due to strategic location and hubs for product development. Without limits of age or other factors, the Cartable Eco-Friendly Solar Charger may influence the market progression within the industry by the ability of product that have been offered. The psychographic factor such as Green Consumer as it targets market can boost the demand of product and influences the market trends. It also can be estimating the forecast of products is increasing about 3% every years or in the future.

### **1.3 The competitive advantages.**

The product has a lot of advantages compare to factors that have been offered by competitors. With unique and versatile features, it is comparatively easy to carry thus can make it more advance compare to other products. Besides, it also uses sunlight as its main sources compare of using electrical sources that use by majority of others product. It also use a silicon type material for the body which make it last longer without causing any damage in short term. Silicon also a durable goods product and an electrical insulation material which it is consider as safe to handle. With a temperature detector as it secondary application, the Cartable Eco-Friendly Solar Charger can detect or monitor an ambient temperature of surrounding which can make as advantages compare to other competitors.

#### **1.4 The profitability.**

For the profitability, our products is expected to increase its annual growth in 3 years with 3% of improvements every years. With low cost of production, it can make a high revenue for us to generate. Our company also have the 9% market share after involvement within the industry which make it profitability. Marketing strategy, demand and supply of product or other factors play a key role to generate financial profitability. This business strategy can yields and gains a profit for the company and boost the annual growth market of products.

#### **1.5 The management team.**

The management teams consist of highly professional of individuals to lead and manage our product. With the quality's management skills, maintaining the business is responsible to increase the productivity and build an effectives team. Furthermore, they also needs to have high teamwork, performances, objective setting, and good communication to archive our market goals and targets. For effective functions of management, they have directing according to their best positions and skills simultaneously. Thus, it is important to have a very disciplines, professional and highly skills management team to manage our product's company.

## **2.0 PRODUCT OR SERVICES DESCRIPTION**

### **2.1 Product Details**

The cartable eco-friendly solar charger is the official electronic devices charger specification that use solar power to generate electricity. The energy from the sun is converted into electrical energy that can charge the devices such as handphones with the high safety standard. Besides, the 'Eco-Friendly' system that has been use will improves the quality of living and help to conserve the resources such as energy and electricity. It also can create the safe product to the environment without harm and damage the environment. It also is cartable and easy to carry as its weight is light and not heavy. It also does not require any external electrical sources to recharges electronic devices battery which mean that this technology product offer a freedom movement as it just need only the sun rays to get it up and running again. This lack of typical electrical sources also offers some benefits as it generate no emission, by product or waste as it two biggest advantages are environmental friendliness and freedom of movement.

### **2.2 Primary Application**

The primary application of Cartable Eco-Friendly Solar Charger is producing a power sources for the charging circuit which is important to all mobile phones. By using solar power as the main sources, consumer can generate.

#### **2.2.1 Secondary Application**

For secondary application, it is capable providing the ambient temperature of location as it consists of environment temperature sensor. Thus, the consumer can monitor the condition surrounding such as in room, respectively.

### **2.3 Unique Features**

The product has unique features as it uses a silicon as the main body which can make the product last longer without causing any damage in short term. Thus, it will benefit for the consumer and it is categorized as durable goods product which is the consumer good that have a long- life span (e.g. 3 years and above). Besides, the silicon also an electrical insulation properties thus it is suitable for a large range of electrical application. As it is lightweight compared to regular charger, consumer can carry this unique product everywhere, anywhere, and anytime without any problems. It also has the vacuum suction cup which allow it to be attaching and pasted on glass or smooth surfaces such as window shield that has good sunlight flow.