



## SMART HELMET

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## **1.0 EXECUTIVE SUMMARY**

The business that we do is based on our innovation and our first product is SMART HELMET. SMART HELMET is very beneficial to every people who is used a motorbike as the main transportation to go for work, class or anywhere. It is because it can help them from being wet when rain suddenly and they do not bring a rain coat on that time. On the SMART HELMET we also prepared a raincoat that is free size with bat cutting on the hand sleeve and a light and water resistance casing bag on the top of the helmet so that the person who wear the helmet can wear the raincoat less than 5 seconds at anywhere and anytime without need to stop anywhere to wear it. Hence it also can be easily fold after use. This SMART HELMET is unique, compact and portable. Besides that, we also use Portable concept so that our customer can bring this SMART HELMET anywhere. Our target market are household and worker persons that use a motorcycle as it main transportation to go to work or any where else. This product is easily reached and receptive because we sell this product online and also wholesale through manufacturers represented.

For those customer who want to get this product, they can order through our official website or get directly from our company. The competitive advantage is a set of unique features of a company and its product that are perceived by the market as significant and superior to the competition. It is the reason behind brand loyalty. There are three different types of competitive advantages that our companies use. They are cost, product or service differentiation and niche strategies. Our management team include Chief Executive Officer, Chief Financial Officer, Chief Operating Officer, Chief Marketing Officer and Administration. They have different primary duties and responsibility. Lastly, we will expect that our business will become more developed in the near future because with the new innovation of our SMART HELMET concept and also based on our vision which is to become the leading motorbike accessories supplier in the international by 2030.

## 2.0 PRODUCT OR SERVICES DESCRIPTION.

### 2.1 Detail the product or service to be produced/sold.

SMART HELMET is the name of my products where it had been decided while considering it. SMART HELMET is a on the go helmet where it also has rains coat with it. The products produced is to help people to be safe and dry while riding a motorcycle. Furthermore, this product is light and easy to use it. It has a raincoat on the helmet where the user can just pull it out from it pouch when it raining on the road, while waiting for traffic lights or even before or after going back from works or university for the motorcycle riders. As worker, they have to face a problem where while on the road or waiting for traffic lights to change colour sometimes it rains suddenly. For students who was stay at the rental house use a motorcycle as the main transportation sometimes before to go or back from class, when that day rains they cannot just ride and go to class they have to wait until the rains stops first. The mains target of our products is worker, student and anyone else who using a motorcycle as the main transportation to go to work every day.

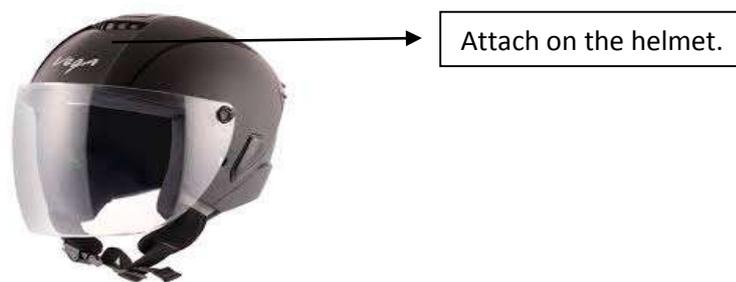


Figure 1: Produce a helmet with top of rain coat and its casing bag.

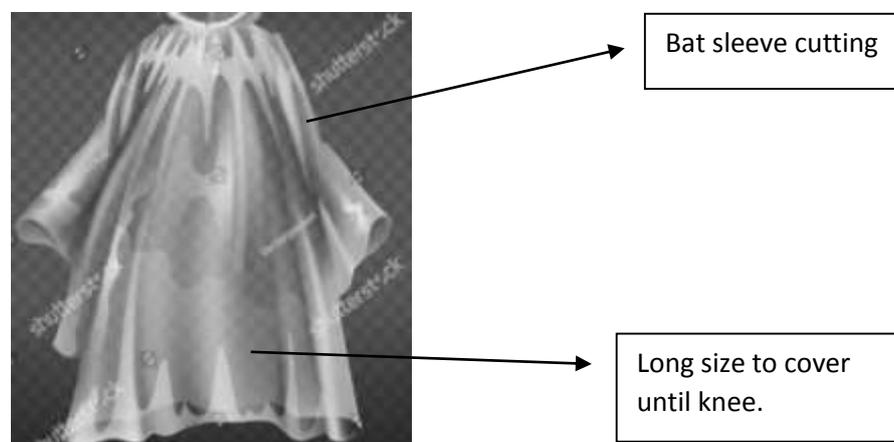


Figure 2: Type of rain coat that use to design the helmet.

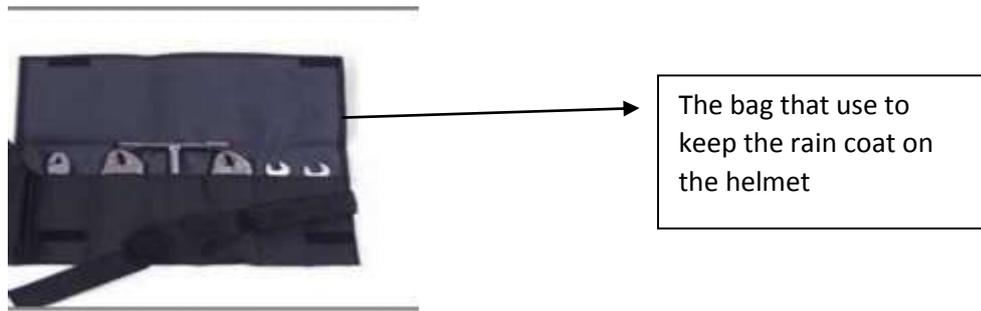


Figure 3: A casing bag that use to keep the raincoat on the helmet.

## ***2.2 Application of the product or service and describe the primary end use as well any significant secondary applications***

The products can create a personal and safety raincoat with where the helmet as the basic safety equipment when riding a motorcycle and a raincoat as protection from rain. The most significant of SMART HELMET is easy to use and wear everywhere and at any time. The other application that can benefits the consumer it is transparent and free size raincoat that fits everybody size of consumers. The consumer also can save up space from bring along the raincoat in their beg or motorcycle basket.