



## TECHNOLOGY ENTREPRENEURSHIP: MULTI BOTTLE

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## **1.0 EXECUTIVE SUMMARY**

The name of the business is Multi Bottle Enterprise. Our company is created a technology product such as Multi Bottle which is very useful for the people nowadays who loved to travel. The objective of our company product is to make sure the customers easy to use their cleaning kit in one bottle. Besides, our company will be able to make profit and expensing our business and contribute the betterment of culture throughout the world.

### 1.1 Description of the Business and Product Concepts

This product is modified to a better invention for traveller. It is easier for traveller to carry different types of soap and can save the space in luggage.

### 1.2 The Target Market and Projections

The target market for our product of Multi Bottle is in the country as this product is created for traveller, who are their income level is B40, as they want to save the budget when travelling. So, our product will be more focus at the wholesale of DIY, The Travel Store and Universal Store at the area of Selangor, Kuala Lumpur and Johor.

### 1.3 The Competitive Advantages

The competitive of our product are SUNSILK shampoo and conditioner, TOP detergent and SONY SRS-XB10. All the advantages of competitors are provided in our product but it is upgraded with more modern pattern.

### 1.4 The Profitability

Profit that was taken from selling our product is 50% which is the total cost per unit is RM 21.90. So the profit is RM 10.90 from the selling price of a product is RM 32.80.

### 1.5 The Management Team

Multi Bottle Enterprise have built an organization that includes the General Manager, Administration Executive, Marketing Executive, Operation Manager and Financial Manager. This management team is functioning in controlling and expensing our product.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

### **2.1 DETAIL OF THE PRODUCT**

The first product to be produced is MULTI BOTTLE which is the bottle that is modified to a better invention for traveller. The bottle is made up from plastic but the outer part is wrapped with the magnetic body. This bottle is functioning as a bottle that can be place four types of soap such as shampoo, conditioner, body wash and detergent. The maximum capacity is 480 ml. It is easier for traveller to carry different type of soap and can save the space in the luggage.

### **2.2 THE APPLICATION OF THE PRODUCT**

This product is essential for traveller who do not want to bring more bottle of their routine products when travelling. Hence, usually when people go to travel, of course they choose the budget hotel to cut the cost. The common problem is there is not provided the shampoo and body wash, so they need to buy a new one. Sometime, the traveller do not bring much clothes so they really need detergent to wash a little amount of clothes which they do not need to use the washing machine. So, to prevent from wasting, this bottle will be a very useful for them. The primary use of this bottle is to fill in the various type of soap in one bottle. The secondary use is this bottle can function as music box, which the user can listen to music during washing clothes or taking a bath. The music box can function through Bluetooth.

### **2.3 UNIQUE FEATURES, SIGNIFICANT VALUE, DIFFERENCES AND OFFER**

MULTI Bottle is equipped with some safety features such as alarm and fancy light LED that can alarmed when the solution inside the bottle is reaching the minimum level. It will produced a sound and the fancy light LED will blinked. Each four part of the bottle have a different colour of fancy light LED that containing sensors. The sensor will function when the bottle is switch on, the user need to press the button and the inside part will automatically rotate and the solution will flow out the bottle through the reticular solution outlet design. The partition inside the bottle can rotate 360 degree. The most unique feature of this bottle is the outer part is made from the mirror magnetic body, which it can attract to the metal so it will be easier to place it in static. These features make my product different from the other conventional bottle. This bottle comes in four different colour which are purple, blue, green and black. Customers may choose which colour they liked.

## 2.4 A SUMMARY OF THE FUNCTIONAL SPECIFICATIONS AND PICTURE OF THE PRODUCT

Total cost per unit:

- ❖ Fancy light LED – RM 1.20 x 5pcs
- ❖ DC Motor – RM 5.40
- ❖ Speaker and sound – RM 5
- ❖ Magnetic stainless steel body – RM 3
- ❖ Switch ON and OFF button – RM 2.70

TOTAL = RM 21.90

### 2D MULTI BOTTLE

