



اَوْنِيُوْرَسِيْتِي تِي كُونُوْلُوْمِي مَارَا
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1.0 EXECUTIVE SUMMARY

1.1 Business Problems

By revising the feasibility study, we have determined several business problems that relates to the company. If there are no action taken to prevent these problems, they might affect the efficiency of business operations. The first main problem is the existing iron board does not come with mirror on its back. This result to customer needs to buy two separated items to fulfil their desired. Plus, since the company's target market are single working person, usually a single person's house is not to big. By buying two separated items of iron board and mirror, will cause the house look cramped.

The next problem which arises is the most existing iron board are made of non-quality materials. They are easily to break if not handle with care. The screws often fall off if the iron board are fold frequently resulting to inconvenience to customers. Not to mentioned, existing iron board too does not come with advanced technology such as adjustable rotation or rotation lock which make it hard for customer to adjust the suitable position they wanted.

One of the problems that can be a threat to the company is, there are not many demands for an iron board. A lifespan of a normal iron board may stand up to 10 years if it handles with care. As for existing customer, the company need to wait for another several years for their next purchase.

Besides, the company target market is quite narrow. The company are more focused to customer who are living alone and are living an urban lifestyle. This type of iron board usually does attract the older generation or customer with family. Older generation are usually more attracted to the old-style iron board since they are not that enthusiast about styling themselves. As for customer who are living with family, this kind of product are

not suitable for them. They might prefer separated iron board and mirror compared to the combined one.

Next problem lies on the lifespan of the product itself. Company need to bear the consequences that might occur while handling this product. The mirror and the cosmetic lamp are easy to break if it not handles with care. Especially during the process of delivering the product to customer since the company are more focussed to online business. The lamp bulb too has short lifespan need to be change regularly by the customer.

The last problem that might arise in this business is the lack of manpower in the company due to increase of demand by customer every day. A lot of manpower is needed to operate the company, starting from the online marketing until the process of delivering products to customers. This problem might arise due to young people who are more interested to work in office compared to doing business.

1.2 Business Objective

Nowadays, people are very concern about their style and fashion. Especially for those who are working and are living an urban lifestyle, they always wanted to look sophisticated and professional. However, most of them are have a common problem when it comes to styling themselves. The main problem is, lack of time to find the right style. These people often waste their time first, to choose what outfit to wear. Next is the need to iron those outfit they need to wear since most professional outfit for work need ironing to look neat. And lastly, they too need to mix and match their outfit to suit the urban lifestyle they are living in order to look great. All these steps are time consuming so they an alternative to reduce the time taken for them to get ready in a