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MUMMY KITCHENWARE

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1.0 EXECUTIVE SUMMARY

Mummy Kitchenware is a tool that sell all multipurpose kitchen tools that designed in smaller, innovative, attractive colors and sizes can that can easily-to-grip while traveling or picnic. This product offers reasonable price and quality product.

Our product helps to solve customer problem of having difficulties to pack at an instant for a lot of tools. This will help in reducing time consuming of customers since they do not have to think what tool to be brought as well as how to storage them.

Furthermore, Mummy kitchenware are estimated to have great potential sales for a year and also look into consideration factors that influence sales before estimate the final market size such as semester break for university students.

Lastly but not least, the management team provide good facilities and staff welfare are to maintain the quality of work for employee. Mummy kitchenware have a management structure that determines relationship between activities and the members, and subdivided and their assign roles, responsibilities and authority to carry out different tasks to maintain the organizations.

1.1 PROBLEM STATEMENT

People today want unique, fast and complete kitchen appliances that can be taken anywhere but the products that come out do not provide the complete set of kitchen appliances that satisfy customers. Mummy Kitchenware is a manufacturer of kitchenware that needs to be created and introduced to consumers. This product offers reasonable price and quality. Some people prefer quality products at a lower price than products with higher brands.

The problem of this product does not lie within its market saturation but rather of its adaptation to the customers' needs. The general concept is mostly the same no matter if we look at other kitchenware or any other competitions that promote almost similar products. The basic kitchenware usually for cooking only and has limited kitchen tools capacity, lacks quality standards that need to bought other tools. For instance, there is no product that targets people other than housewives directly, which is a great amount of unused potential.

Next, our product helps to solve customer problem of having difficulties to pack at an instant for a lot of tools. This will help in reducing the time-consuming of our customers since they do not have to think about what kitchen tools should be chosen or to think a place to keep all the kitchen tools before they start to go out of the house.

As for a traveler, they do not have to find a food store or any convenient store just to satisfy their hunger to find heavy food. Our products can meet their satisfaction as it can solve their problem. Same goes for a housewife, if their want to eat food in a homestay, they just need to use this kitchenware to cook in instant other than find food store at a new place that they do not familiar. Lastly, this product also can be used by the student who goes on a trip with a classmate because most the student prefers to cook food together while outing.

The existence of Mummy Kitchenware is such a great idea and can give a fierce competition among kitchen tools industry. Since we are the first to invent the idea of multipurpose Kitchenware and tools, we hope that we can be the main supplier of this product for the customer. Mummy kitchenware target customers who prefer home cooking while traveling or housewives that have their holiday with family can easily be brought the product everywhere.

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