



**TECHNOLOGY BLUEPRINT “HERE N THERE PENCIL CASE”**

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## 1.0 EXECUTIVE SUMMARY

The business is based on partnership where it consists of 5 people which hold important positions in the company such as General Manager, Administration Manager Marketing Manager, Operational Manager and Financial Manager. The business capital is RM 50 000.

*Here n There* case is an innovative pencil case. Many people like to bring books everywhere with them. They also bring along pencil to write down anything. However, existing pencil case is commonly very big. To bring along pencil without protection or storage system is not an option because it can damage the pencil. *Here n There* case is a small and lightweight pencil case that can be attached to a book. It also serves as pencil holder

*Here n There* target market are white-collars workers and students. White-collars workers usually will have meeting every now and then and they need to be prepared. This product will make it convenient for them to go to urgent meeting. Same goes to student who use books and pencil every day. Seremban is chosen as our business location as it has abundant of companies and school.

There are no other pencil case that serve this function in the market currently. With the multipurpose use, it can attract many people to the product. With innovative and top quality product, we believe our business will always be customer's first choice.

## **Problem Statement**

*Here n There* case is a small and lightweight pencil case that can be attached to a book. It also serves as pencil holder

- **Carrying pen/pencil without a case can be troublesome**

Many people like to bring book everywhere. Books that they bring for instance are notebooks and reading books. These people tend to bring pen/pencil with them to make notations on the page of book they are carrying. However, this create problem where it is hard to carry a pen/pencil with them. Pen/pencil is small in size and it is easy to lose them, so it needs a storing system. Without something to carry their pen/pencil, people would likely to put pen/pencil in the pockets of their clothing. This can add damage. For example, damage from ink leakage or the tip of pen/pencil can tear the fabric of the clothes.

- **Existing pencil case is too big**

Some students especially University students like to bring the minimal things to class. They would bring only the necessary things like books and pen/pencil. However, existing pencil case can be too big and take a lot of spaces from their backpack. The existing pencil case can too big for a student who only bring writing tools like pen/pencil to class.

- **Pen/pencil clips are fragile**

People who bring books together with a pencil might clip their pen/pencil to the book. This could be seen as a solution. However, it is undeniable that the clip of the pen/pencil is fragile and breaks easily. The clip is unreliable to hold the pen/pencil to the book because the clip is loose and can easily detach from the book and could cause the pen/pencil to lose.

- **Urgent meeting**

In a corporate world, there will be times when employer would call his/her employee to an urgent meeting. In a meeting it is crucial to bring along notebook together with pen/pencil to record the meeting's input. If an employer suddenly calls a meeting in a rush, it would be hard for employee to prepare on the spot. They have to ready a notebook and they also have to search their pen/pencil from their pencil case. This preparation to an urgent meeting can take time and can bring inconvenient to the employee.

### **Objective**

*Here n There* case is a new innovation of pencil case. It is small pencil case is specialized to be attached to a book. It has a clipping mechanism that can be attach to a book. This pencil case can also double as pencil holder. This product target a large market like students and corporate workers but specifically people who like to bring book everywhere with them. These people will likely to write notations on the page of the book and need pen/pencil as a writing tool.

This product can act as a substitute to existing pencil case. People who bring along book together with pen/pencil will not need to bring pencil case with them to store their pen/pencil. This product can provide a safe storage for the pen/pencil. This is convenient for the customer so they can do not need to be handful when carrying notebook and pen/pencil with them. This product can transport pen/pencil safely and easily.