



## **TECHNOLOGY BLUEPRINT OF TRAVELLUX IRON MACHINE**

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## **TABLE OF CONTENT**

	<b>Page Number</b>
<b>Contents</b>	
<hr/>	
<b>1.0 EXECUTIVE SUMMARY</b>	<b>1</b>
<b>2.0 PRODUCT OR SERVICE DESCRIPTION</b>	<b>2</b>
<b>3.0 TECHNOLOGY DESCRIPTION</b>	<b>5</b>
<b>4.0 MARKET ANALYSIS</b>	<b>7</b>
<b>5.0 MANAGEMENT TEAM</b>	<b>14</b>
<b>6.0 PROJECT MILESTONE</b>	<b>17</b>
<b>7.0 CONCLUSIONS</b>	<b>18</b>
<b>8.0 APPENDICES</b>	<b>19</b>

## **1.0 EXECUTIVE SUMMARY**

LMZ Sdn. Bhd. produce this Travellux iron machine is due to some reasons. Some of the objectives are to produce product that more convenient such as portable which can be folded into smaller size and can be bring to everywhere, to increase differentiation product as provided it in various colours and to produce product that used high technology but still affordable for the users. Our company targets are from small to large scale of customers especially for travellers, women workers, and undergraduate students. Travellux will give profitability as people nowadays more preferred in product that simple but can save more of their times times.

However, there are still some problems occur in the process of Travellux production. Some of the problems are one and only competitor, Effie, is basically a well-known brand as they are the first one that invented iron machine in the world, company is still new in this field, thus they rely the most with external sources such as loans from the bank and Travellux used high technology in its production, thus company needs to find technical workers that have the appropriate skills and qualifications that in line with the requirement. In Malaysia, we only have a few workers that fulfilled all the requirements

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

Rapid development in technology allows the improvement of existing products. Nowadays, ironing clothes has become one of big issues, especially for workers and travellers. Inspired with the problem that faced by consumers that are having a hard time facing those kind of situations, we LMZ Sdn. Bhd. had an idea to innovate the existing product and launch the multifunctional iron machine named as Travellux.

Travellux is an iron machine that is multifunction and has many features mainly for the public to use it conveniently. This product basically focusing on upgrading the functions of iron machine rather than a product that for ironing the clothes only. Travellux is a portable iron machine that can be bring everywhere followed the users desired. It can be folded into small luggage bag sizes, and as it has wheels and handling, it is really convenient to bring anywhere, especially when we are travelling. This machine is in rectangular shaped with rounded corner. It is to secure the stability to stand of the machine and users' safety while handling the machine. Travellux comes with various colour which included black, white, blue, red and purple. This varieties will increases the product differentiation as the existing machine only available in black colour only. This machine also a user-friendly as it comes with two buttons only; iron button for ironing and dry button for drying. This design is really commodious even for the elderly as it is as simple as an ABC.

Followed the lightning development of technology, Travellux has its own app which is connected to the machine. We can keep an eye to the progression of the machine from everywhere and also be alerted when the ironing was finished. For those who is perfectionist, this machine also provides handy touch up tool. The tool will be connected with the device and ensuring perfect ironing without using the real iron. Travellux has another function which is drying our clothes. It can dry our items more gently than tumble dryer by just moving hot air over the clothes. This machine also can iron all type of clothes which included cotton, silk and denim. Travellux also come up with special designed hanger which a must pairing with the machine. It can be adjusted to fit the sizes of our items to ensure all creases will be fully removed.

## 2.1 PRODUCT DESIGN AND FEATURES

Features	Description
Connected app	<ul style="list-style-type: none"> <li>✓ It majorly applicable during the crucial times, especially for women workers.</li> <li>✓ We can keep an eye to Travellux's progress from anywhere and be alerted when the ironing was finished.</li> </ul>
Touch up tool	<ul style="list-style-type: none"> <li>✓ There might be some places that have a little bit crease on the clothes, such as the sleeve.</li> <li>✓ Travellux prepared handy touch up tool that connected to the device which ensuring perfect ironing without taking out the iron.</li> </ul>
Delicate dryer	<ul style="list-style-type: none"> <li>✓ Travellux can dry our items more gently than tumble dryer by just moving hot air over the clothes which ensure they will be not damaged.</li> <li>✓ Just put the wet clothes inside the drying bag, then put them inside the Travellux, after some times, the clothes will be fully dried.</li> </ul>
Special designed hanger	<ul style="list-style-type: none"> <li>✓ Special designed hanger is a must pairing with the Travellux machine.</li> <li>✓ This special designed hanger can be adjusted to fit the size of the garment and holds them in exactly right configuration to make sure all the creases will be fully removed.</li> </ul>
Fabrics	<ul style="list-style-type: none"> <li>✓ Travellux can iron all types of fabrics which included cotton, silk, denim and etc.</li> </ul>

Table 1: Product's Features

Design	Description
Rectangular-shaped with rounded corner	<ul style="list-style-type: none"> <li>✓ It is in rectangular-shaped as luggage's shape to ensure the stability to stand of the Travellux.</li> <li>✓ Travellux has rounded corner to secure the users' safety while handling the machine.</li> </ul>
Varieties colours	<ul style="list-style-type: none"> <li>✓ Travellux available in many colours which included black, white, blue, red and purple.</li> <li>✓ This various colours will increases the Travellux's added value by increasing the product differentiation.</li> </ul>
Two buttons	<ul style="list-style-type: none"> <li>✓ Travellux is user-friendly which means it has no complicated settings. It have only two buttons; iron and dry.</li> </ul>