



الْجَبْرِ سَيِّدِي تَتَكَلَّمُ الْوَكِيلُ  
UNIVERSITI  
TEKNOLOGI  
MARA

## THE SAFE BAG

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Faculty : Applied Science  
Program : Degree of Biology  
Program Code : AS2015A1  
Course Code : ENT 600  
Semester : 5  
Name : Nur Yasmin Binti Muhamad Raffin

Submitted to

Dr Raja Mayang Delima Mohd Beta

Submission Date

21 July 2020

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## **1.0 Executive summary**

This company Melur Sdn Bhd. was founded in 2016 and our business is focusing on produce good quality luggage that will satisfy the need of our customers. The product of our company is the “SAFE BAG”. The objective of producing this bag to give extra safety and protection towards the bag that will ensure customers will relax and enjoy the trip. The target customer for our product is for traveler and business traveler. Although we still new in the market, our product has shown its ability as a quality and fulfill the need of the customer as we were able to collaborate with one of the biggest brands in the world’s that is FILA.

The total market size in 2018 is 3600 units but it has increased to 90000 units in 2020. In the next three years 2021, 2022, and 2023, we expect our market share will increase to 20%, 35% and 45 % respectively. We compete directly Universal Traveler, Samsonite, and Merax. Before we enter the market, the market share hold by our competitors is 55%, 30%, and 15% respectively. However, after we have entered the market, we able to 10% of the market share. We anticipate new companies to enter this market as we will be able to push ourselves further by a healthy competition with our competitors.

The management team is lead by Nur Yasmin as the general manager that has the qualification in Master in Business Administration and has strong work ethics and leadership. The administration manager is Anis Raihana that has proficiency with computers. Hidayah binti Yahya as a marketing manager that has Degree in Marketing, follows by Liana binti Mohd Zulkamal as the Degree in Operation Management that has experience in Wis international. Lastly is Nurul Hidayah as the financial manager in which before this she has work as a finance manager in Fidelity accounting.

## **1.0 Problem Statement**

Everyone has their reasons that they decide to travel either for a vacation, business trip, or some other reason. The important thing when travel is to carry your stuff and personal item during the trip and therefore you need luggage to carry all the stuff. However, sometimes the bag that already in the market does not satisfies your need. For example, during vacation the luggage does not have extra space for souvenirs or during travel things that always being concern is the bag is missing or

stolen. When the bag is missing or stolen, there is no other way to track or find it except to report to authorities. This is where the idea come from to design a bag that will satisfies customer need in terms of extra space in the bag, attractive and at the same time have a safety feature to help protect the bag.

There are a few problems that occur in the company that will prevent us to achieve the organizational goals. Firstly, our company is a new establish company, thus we lack in capital. The source of the capitals is from the loan and investors. There is much money needed to keep the operation on a day to day basis, including funding payroll, utilities and rent expenses. Therefore, the price of our product is quite expensive compare to the product of our competitors.

Secondly, inadequate management. The management lack of motivation, less productive and there is dissatisfied feeling among the workers. The management needs to be leads by example and a positive environment need to be create for employee to perform at their best capacity. A strong management team is one of the additions a small business needs to continue operations well in the future.

Third, the problem that occur in our business is lacking in manpower. Manpower is a serious issue. Manpower impacts everything from production to client relationship. Furthermore, one of the customer relationships is personal assistance. The employee needs to interact with the customer to explain about the product and gain their trust. Without enough manpower, this will cause a serious problem in customer relationships. Lack of adequate manpower prevents business from completing tasks.

Lastly, problem in supply chain. This occur because the uncertainty of the product demand. This cause company to carry smaller inventories than ever. Furthermore, what makes supply chain planning more challenging than ever is the uncertainty in supply, driven by wildly changing commodity prices, an apparent increase in weather-related disruptions and increasing competition for raw materials.

### **3.0 Objectives**

In these modern times, a bag has become a part of our everyday life. In today's society a bag has become a part of our everyday life. It's not only an accessory to depict one's style, but it is an accessory that a woman and even man cannot leave home without. Everyone needs their own private space to carry their belonging and place them in one place so that it easier to find and to carry. The bag is important thing especially during travelling. However, sometimes we feel insecure when travelling as we afraid it being stolen or misplaced the bag. Hence, our company introduced this new product, "Safe Bag".

The function of this bag is to protect the bag the bag from being stolen and help our customer feel relax and enjoy their work or holiday without bothering their bag being stolen or lost even if they travel alone. The target customer for this product is traveler and business traveler. One of the characteristics of this bag is it have a device to detect the location of the bag. The customer can detect the Global Positioning System (GPS) of the bag incase they lost their bag or being stolen. The device will link to customer smart phone that enable them to keep eye on the bag. Therefore, this bag has the security characteristics that will help the customer feels safe throughout their journey.

Although our company and our product are still new to the market compared to our famous and established customer but we manage to gain the trust one of the most established company as our investor and distribution partner that is FILA. Through this collaboration, we believe that our product will be a well-known product and able to gain the trust our customer. Through this product also we hope we will able to decrease the crime rate in stealing bag especially during travelling. We will run our company in the most efficient and effectively to reach the organizational goal and able to produce more product that will bring benefit to people and environment.