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BLUEPRINT REPORT**

**GROUP:  
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**PROJECT:  
FOLDABLE TROLLEY AND CHAIR**

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## **1.0 EXECUTIVE SUMMARY**

TROCh is a company that I choose to develop the foldable trolley and chair. The name is chosen as I focused to create a foldable trolley and chair. Thus, I named it as TROCh which stand for Trolley Chair. This business is based on sole proprietorship. I use my half of my savings to start up this business and I also make loan from Malayan Banking Berhad as a part of my business capital.

Foldable chair and trolley is an invention that was generated by observing the routine of the people at a certain places. This innovation is the upgrade version of the usual foldable trolley that can be said as commonly used item at the marketplace. Foldable trolley is handy to be carried along whenever we went to the marketplace. It helps to lessen the weight of the items that need to be carried. Product concept is to make the customer more comfortable when they do their shopping. Thus, the idea generated was to make an attach chair along with the foldable trolley. Foldable trolley and chair will provide a comfortable and smooth experience to our customer. I decided to develop and started this business because there is a few of the product that can give such function that is useful and suitable to be sold in my target location. There are several design of the trolleys in the market but they not many of them developer provide extra service from the product. There is a product which has the same function but it cannot be fold and heavy.

TROCh will be located at Lot 13, Jalan Putra Square 3, Kajang, Selangor. I choose this location because it is considered as strategic location because it is located at the center place of Selangor and it is near to fishing port, marketplace and it has a botanical garden where people usually went for picnic and resting. This place is will be a good starting place which will be easier to attract customers to visit the shop.

The target market for this product is the customer that are older especially the adults and folks. Based on the observation made, aged people has a high chances on buying the product due to physical health refrain. The result from a survey that has been conducted stated that the adults and folks are the top 2 highest recommended category of using this product.

There is a competitor that provide the similar type of business. This seller only do an online shopping where it might be an advantage for me as the customer may feel more satisfied after they look at the product before buy it. Hence, several strategies

were develop in order to promote my business throughout the early stage of business establishment. I welcomed customers to support my business and promise to provide the best services for them.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

If the trolley were created to lessen the burden, then the attach chair was added to let them rest at a comfortable place. The advantages of this product is a lot. Firstly, this innovation is eco-friendly as it is not harmful to the environment. Besides, it can prevent from being vandalize and it also more hygienic. Secondly, the innovation do not has a complicated design yet it is actually straightforward as it does not involve any advance technology in producing it. Thirdly, it can be used anytime the user need it as long as they carry it together with them. For instance, when the user went to marketplace, when the user went to fishing, when the customer when to picnic and it also can act as like a toolbox where the user can carry the heavy item inside the trolley. Lastly, this innovation is very helpful as it provide the user an additional arm where the user can carry a lot of thing at a time. And the most important, they have their chair whenever they are tired.