

HONEYCOMB BENCH RACK



ENT 600 TECHNOLOGY ENTREPRENUERSHIP
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1.0 EXECUTIVE SUMMARY

Honeycomb Bench Rack is an innovative product that comes with additional advantageous features to overcome issues that arise from the existing product. One highlight feature is the hexagon stack rack that imitates the structure of a honeycomb. This honeycomb structure has a hidden element behind its shape that makes its structure different than usual.

This product has been invented to fulfil the demand towards a shoe bench that can provide more storage. The issue here is the insufficient storage to store shoes under the bench. Instead of increasing the size of the bench, our company has come out with introducing hexagon rack that are stacked together to offer more space yet keeping the size as the usual shoe bench rack.

Our company target market is the middle-high incomers in the market area, interior designer and also company. Company can buy this product to be put at their 'surau' in the office or at their entry of the office.

Honeycomb bench rack is not the first product to combine concept between bench and shoes, thus there are competitive company like IKEA which has come out with few products under shoe bench category. However, the design is similar and relatively expensive compared to this product. Hence, we produce this product to cater problems regarding storage and design of the bench.

Profitability of the company will be gained through the sales of this product. It is expected to make sales up to RM120 607 for the first year and increasing more than 70% of current year's sales.

The company will be run under the lead of general manager that will be helped by three other manager that is operation manager, financial manager and marketing manager.



2.0 Product Description

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Honeycomb Bench Rack

The main purpose of inventing this product is to fulfil the demand of potential customer to have a shoe bench with more storage. This honeycomb bench rack is made up of hexagon shoe rack with 125 mm each side. The proposed product has a length of 1357mm, width of 450mm and a height of 477mm. This height is perfectly fine for shoes wearing as it is not too high or too short that can cause backache for the users. The top of the bench consists of 44mm in height of a flat cushion.

There are 11 hexagons with a total height of 216.5mm, width of 450mm and a base of 125 mm each. With the proposed size, one hexagon can fit a shoe up to UK size 12. The width of the bench is made longer than the length of a shoe to make the bench more comfortable to sit. These hexagons are made up bronze metal. This shoe bench is supported at the bottom with a solid gray coloured metal with a height of 71mm. Figure 3.2 demonstrate the dimension of the product. Advantage of using this product is

- Provide more storage
- Has attractive appearance

This product has an average 12kg and the size is under the same range of the existing product.

Honeycomb Bench Rack

