



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SMART DIAPER BAG

FACULTY : FSKM
PROGRAM : BACHELOR OF SCIENCE (HONS.) STATISTICS
PROGRAM CODE : CS241
COURSE : TECHNOLOGY ENTREPRENEURSHIP
COURSE CODE : ENT600
SEMESTER : 06
GROUP : N4CS2416D2
NAME : MIMI AMALIA BINTI NORHISHAM
STUDENT ID : 2017762551
SUBMITTED TO : MADAM NORHANIZA MD AKHIR
SUBMISSION DATE : 29th JUNE 2020

EXECUTIVE SUMMARY

The management team of Smart Diaper Bag is a partnership business entity consist of five persons who are Mimi as General Manager, Amirul as Marketing Manager, Arman as Operational Manager, Adam as Financial Manager and Adlina as Administration Manager. The type of business is manufacturing and selling multipurpose baby diaper bag that have many features provided. Smart Diaper Bag is unique and different from other diaper bag because it can be transformed into bed. In this bag, it comes together the build-in bottle warmer so it can help parent to feed their baby with warm milk instantly and time saving. This diaper bag has many compartments that can help parents keep the baby's essentials neatly. Target customers mostly come from high income parent with babies who always having outdoor activities. Smart Diaper Bag are produced by using high quality materials to give comfortable feeling to baby. Since babies are sensitive to their environment, hence the bag use imported materials that safe and not harmful for them. Based on the size of the market, the sales projections for the first year is RM 936,000. The amount is expected to increase 10% for the next two years where the amount would be RM 1,029,600 and RM 1,132,560 for 2021 and 2022 respectively.

TABLE OF CONTENTS

COVER LETTER	2
EXECUTIVE SUMMARY	3
CHAPTER 1: PRODUCT DESCRIPTION.....	5
CHAPTER 2: TECHNOLOGY DESCRIPTION	7
CHAPTER 3: MARKET ANALYSIS AND STRATEGIES	8
3.1 Customers.....	8
3.2 Market Size and Trends.....	8
3.3 Competition and Competitive Edges.....	9
3.4 Estimated Market Share and Sales	9
3.5 Marketing Strategy	10
CHAPTER 4: MANAGEMENT TEAM	11
4.1 Organisation	11
4.2 Key Management Personnel.....	12
4.3 Management Compensation and Ownership.....	15
4.4 Supporting Professional Advisors and Services.....	15
CHAPTER 5: CONCLUSIONS	17
REFERENCES	18
APPENDICES	18

CHAPTER 1: PRODUCT DESCRIPTION

Smart Diaper Bag is the name given to the product. The diaper bag is unique, compact design and complete with foldable bassinet for baby with add on technology advancement which is build-in bottle warmer. The function of this diaper bag is same as normal diaper bag which is carrying nappies and other items used to care a baby during travel.

Sometimes an outing with a baby feels like parents have to bring the whole house along. Normally, diaper bag is quickly stuffed with baby items such as diapers, change of clothes, bottles, toys, blanket and other must have accessories. Some parents are also willing to bring portable bottle warmer which it seems heavy and take a lot of space.

All baby care items can be placed in this roomy Smart Diaper Bag package with bassinet and bottle warmer. The bag crafted from lightweight, waterproof material for easy care. The clever design not only holds all those important baby thing, it also folds out into portable bassinet that can be as changing station as well. Plus, the build-in bottle warmer ease the parenting session since all parents want to feed their baby with warm milk to avoid upset stomach. The baby sleeping pad with pillow design is a versatile baby bassinet for boys and girls. This practical, multipurpose, convenient and generously spaced bag let the baby sleep anywhere comfortably and securely while parents can change, feed and take care of their infant. The bag is including five compartments with two bottle cooler inside to keep milk hot or cold longer besides there is bottle warmer to reheat the bottle warmer whenever needed. The bag also can be used as a shoulder bag, cross body bag, handbag or just hanging on a stroller. Smart Diaper Bag adopt two kinds of strap design, double shoulder strap and one shoulder according to how the bag's user is comfortable. This helps parent bring it effortless. The bag also has USB charging port make travel more convenient and make parenting life much easier. The bag material is fully polyester, soft and comfortable water resistant fabric.

In short, the unique feature of the product compare to other diaper bag in the current market is Smart Diaper Bag has built-in bottle warmer. This bag should be valuable for parents that having problems in make sure to feed their baby with warm milk. Diaper bag with insulated compartments is designed by many sellers now but it cannot keep the bottle warm for a long time. Hence, Smart Diaper Bag is a best choice to solve the problem.

Information:

Name : Smart Diaper Bag (diaper bag + baby bed + bottle warmer)
Colour : Gray / Navy Blue / Maroon
Gross weight : 2.0 kg
Material: : 100% Polyester
For age : 0-24 months old
For baby height : 57 cm
Foldable size : 46 cm X 35 cm X 17 cm
Open size : 46 cm X 35 cm X 74 cm