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MARA

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**BLUEPRINT:**

**FOLDYMATE**

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## Table of Contents

1.0 Executive Summary .....	4
2.0 Product Description .....	5
3.0 Technology Description .....	6
4.0 Market Analysis and Strategies.....	7
Getting the information .....	7
Segmentation.....	7
Market size and growth.....	7
Market trends .....	8
Estimate Market Share and Sales.....	8
5.0 Management Team.....	9
5.1 KEY MANAGEMENT PERSONNEL .....	9
Management Compensation and Ownership .....	11
SUPPORTING PROFESSIONAL ADVISORS AND SERVICES .....	12
ADVISORS.....	12
Conclusions .....	13
Appendices.....	14

## 1.0 Executive Summary

Nowadays, people are concerning about save time and easy work because most people are busy with their carrier work. Our Foldymate will provide automatic machine with the combination of steam iron and cloth fold. We can make it fast with the automatic machine rather than doing in manual. The simple design and discreet colours of Foldymate make it very suitable for any space or with minimalize concept – bedroom, living room, and bathroom.

There will have a variety of designs according to customers demand. We will introduce this new technology to public, in order to reduce electrical usage in domestic daily due to the global warming nowadays. This Foldymate has functions and advantages not found in today's common automatic machine, thus providing a competitive advantage over more established competitors.

## 2.0 Product Description



A product description is the marketing copy that explains what a product is and why it's worth purchasing. The purpose of a product description is to supply customers with important information about the features and benefits of the product so they're compelled to buy. Our product is called Foldymate, which is the combination of steam iron and cloth fold and we make it as automatic machine. Why we created this product? Firstly, we focus on who is our ideal buyer. So from this, we make a questionnaire survey to analysis either people support or agree with our idea of this product.

Next, we also highlighted on the benefits of this product which want to make our customers feel happier, life easier or more productive. This is why we created this product that can give beneficial for all people especially for carrier people that can save their time to fold the cloths.

### 3.0 Technology Description

#### ➤ **Steam iron**

- The sensor installed in this machine to detect the types of cloth material and adjust the temperature of iron.
- The iron steam section will take about 7 second to eliminate the wrinkles at the cloth
- Various types of the clothes can be iron including hoodies and towels.
- The users can be set up the cloth to be iron on menu setting screen to set the material and types of cloth.

#### ➤ **Folding section**

- The folding section fold the clothes for 3-5 seconds depend on the types of cloth.
- This section also provide the saving time for the 40 items fold in just 5 minutes minimum.
- There are various types of the clothes can be implement to be used for this machine.

#### ➤ **Inverter**

- The inverter is power electronic devise that changes direct current (DC) to alternate current (AC).
- The installation of the inverter can be save the electrical usage for this machine. This is important for the low electricity usage when the users on this machine.
- This technology used widely for the others electrical appliances such as air-conditioner, refrigerator etc.
- The star rating for this machine for installation this inverter saving power energy usage is 5 stars.