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BLUEPRINT
“JENTLE SMART TOWEL RACK”

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EXECUTIVE SUMMARY

Jentle Home Sdn. Bhd. is an electronic manufacturing company that adopted technology for its product as an improvement for the existing product. Recently, the demand for disinfection appliances has been increased, amid the current COVID-19 pandemic. According to Research and Markets (2020), the demand for disinfection cabinets and other multifunctional sterilizers have increased over 70% for the first two months this year. Therefore, Jentle Home decided to take this opportunity by producing a new product that can be beneficial to people, namely Jentle Smart Towel Rack.

Jentle Smart Towel Rack is an innovation of smart towel rack that have been added some technologies and features to improve the performance of the product that will give the value-added to the customer. It can be used to disinfect the bathroom towels using UVC led light method. Besides, it also has safety features to avoid detrimental effects to the user. Jentle Smart Towel Rack has an auto-off function and human detection system that can protect the user from hazards. Jentle Smart Towel Rack is only made of high-quality materials to ensure the product has the highest quality and durability.

Jentle Home focuses its product for customers who lived in Johor Bahru who earn between RM5,000 to RM10,000 monthly. It is because most of the distribution channel such as HomePro, Courts, Seng Heng and AEON are located in this area. For example, AEON has the largest number of branches in Johor Bahru compared to other states. Besides, customers in this group has high buying power compared to customers in low-income group. Jentle Home estimated to have 4.8% market share in year 2023. Thus, it is expected that demand for Jentle Smart Towel Rack increased as awareness of sanitation and hygiene has increased among customers especially after COVID-19 pandemic.

Jentle Home will start selling its product in early of 2021. The company has estimated the total sales of its product in first year is 1270 units. The sales of the product will slightly increased in 2022 and 2022 with total sales of 2070 units and 2815 units respectively. As the sales of the product is increased, the profit of the company will increase too. The potential profitability of Jentle Smart Towel Rack in year 2021, 2022, and 2023 are RM269,278.10, RM438,902.10, and RM596864.45 respectively. Jentle Home will used various marketing strategies to attract more customers in buying its product, thus help to increase the profit of the company.

The management team of Jentle Home consists of 6 people including Chief Executive Officer, Marketing Manager, Financial Manager, Logistics Manager, Research and Development Manager and Purchasing Manager. The management team is the group of individuals that operate at high-level of an organization and have a day-to-day responsibility for managing other individuals and maintaining responsibility for key business functions. Each of them are working together to ensure the company can achieve its organizational goals.