



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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BLUEPRINT

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1.0 EXECUTIVE SUMMARY

“The All in One Camping Kit” is the first product developed by our company, Go-Ex Tech, which is an innovation of the already existing product in the market. The innovation made by our company in this newly developed product is that we put together 5 items, comprised of a pop-up tent, a heated sleeping bag, a water heater (also a casing for the pop-up tent), a diffuser (also a casing for the heated sleeping bag), and a solar panel pack with power bank into a small and easy to carry camping kit, which when packed into its casing, comprises of only 3 items, which are small enough to be carried throughout the camping with enough space to carry other necessities. This kit is easy to be deployed, thus can be easily used even by an unexperienced camper, and will save more time from setting up the camp, by which the said time can be used for enjoying the environment and nature. Apart from being small and easy to carry, our product also benefits the consumer by putting together 5 items in one kit, at an affordable price, so that the consumer would not have to go from store to store in search of different camping equipment and comparing prices, especially at a place where there are not many outdoor gear shops around, or worse, none, thus saving time. Our company mostly targeted this product towards camping enthusiasts.

For customers that are interested with our product, they can find it at their local outdoor gear stores. Our newly developed product have a competitive advantage in the market, due to it being one of the few “All in One Camping Kit” in the market, and probably the first in the Malaysian market, with an affordable price and decent quality, which makes it superior to other outdoor gear equipment, given that the gears offered are only one unit (not a kit). This are achieved by our company’s management team, which are comprised of a Chief Executive Officer (CEO), Chief Operating and Administration Officer, Chief Financial Officer, and Chief Marketing Officer, with different primary duties and responsibilities, with one goal: “Innovation by Teamwork”. Our company expects that our business will grow and become more developed in the future with more innovations from our company.

2.0 PRODUCT DESCRIPTION

2.1 DETAIL OF PRODUCT TO BE PRODUCED/SOLD

After a thorough idea generation, research, and development, our company, Go-Ex Tech, decided with the idea of a camping kit, by which it solves the problems that existed and are faced by many camping enthusiasts, which is the large and space consuming camping gears, limiting their carrying capacity to carry other essential necessity, and the problem of having to go from store to store in search of different camping gears, while having to compare the prices and often times, are sceptical of the build quality of said gear. Due to this, our company came up with the “All in One Camping Kit”, which are comprised of 5 items: a pop-up tent, a heated sleeping bag, a water heater (which also serves as a casing for the pop-up tent), a diffuser (also serves as a casing for the heated sleeping bag), and a solar panel pack with power bank to power up the water heater and diffuser. Our company mainly targets our newly developed product towards camping enthusiasts.

The pop-up tent are chosen due to its “easy to deploy” mechanism, which can be used even by an unexperienced camper, and saves time when deploying it.

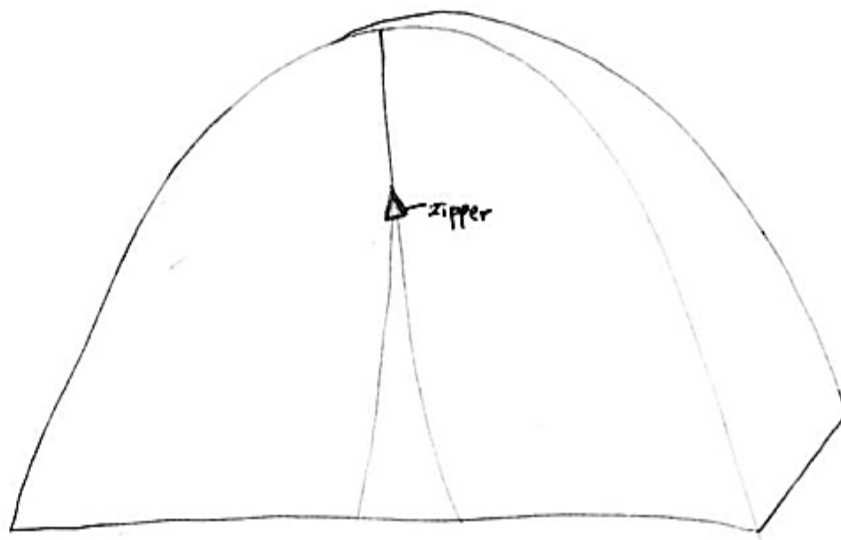


Figure 2.1.1: Pop-up Tent

The heated sleeping bag was chosen due to its feature of generating heat via a disposable heating pad, and due to its heat storing capabilities, which proves to aid during cold weather while camping.

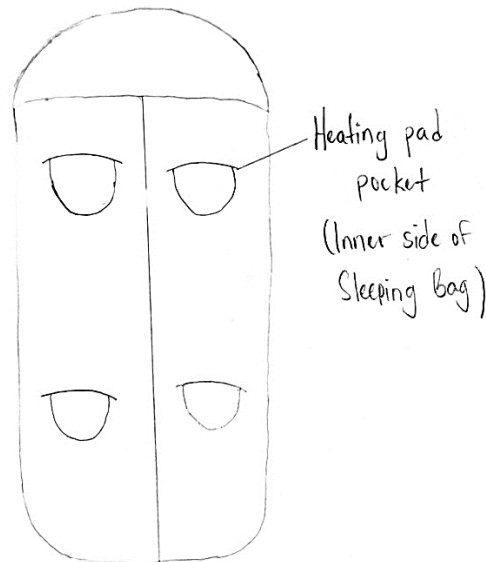


Figure 2.1.2: Heated Sleeping Bag

The water heater, which also serves as the casing for the pop-up tent was chosen due to its two function capabilities, with its primary function is to heat water, while its secondary function is to act as a casing for the pop-up tent when not is use, which helps to save precious space.

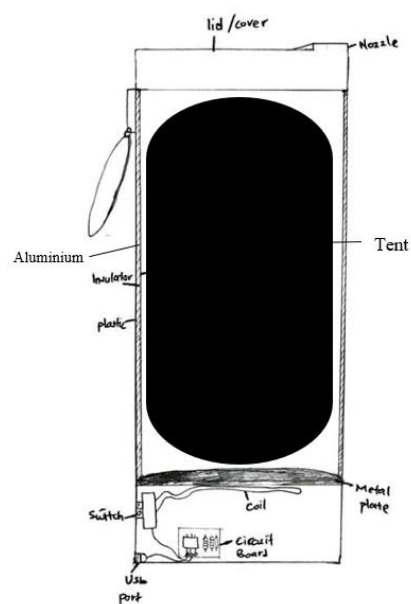


Figure 2.1.3: Water Heater (also acts as a Pop-up Tent casing)