



## TECHNOLOGY BLUEPRINT OF EasyWash

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## **TABLE OF CONTENT**

<b>Contents</b>	<b>Page Number</b>
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<b>1.0 EXECUTIVE SUMMARY</b>	<b>1</b>
<b>2.0 PRODUCT OR SERVICE DESCRIPTION</b>	<b>2</b>
<b>3.0 TECHNOLOGY DESCRIPTION</b>	<b>6</b>
<b>4.0 MARKET ANALYSIS AND STRATEGIES</b>	<b>7</b>
<b>5.0 MANAGEMENT TEAM</b>	<b>14</b>
<b>6.0 FINANCIAL ESTIMATES</b>	<b>23</b>
<b>7.0 PROJECT MILESTONES</b>	<b>31</b>
<b>8.0 CONCLUSIONS</b>	<b>32</b>
<b>9.0 APPENDICES</b>	<b>33</b>

## **1.0 EXECUTIVE SUMMARY**

EasyWash Sdn Bhd is a company selling a portable washing machine which inspired us and came out with product named EasyWash. Our company is based on business partnership and registered on 11 November 2020. On 2nd January 2021 we decided to commence our company symbolic in chasing our dream. The reason we are choosing washing machine to put in market because this device has become an essential for everyone. Furthermore, what make our product significant from other products in market is our washing machine is portable. Our main objective is to improvise an existing product and produces a better new feature and functionalities. For our company we are choosing to improvise a mini washing machine and turn into a new innovation with latest features to enhance the performance and functionalities. Furthermore, we have conducted a survey with total 64 respondents who have different backgrounds. In majority of our respondents are highly agreed and liked our new innovation. Our product surely will be making it easier for people especially our targeted market, students and traveller to wash their clothes anywhere and anytime. In this new product development report, we have included the research and development, concept testing, a 3D prototype model that have been build according to the sketching and test marketing. The questionnaire has been distributed to the public by through Google form survey and all the data have been collected and been processed to enhance our product. For the competitive advantages, we have a lot of intensive competitors when it comes to washing machine likes Sharp, Panasonic, Samsung and many more. This competition will be more intense as those company have more experienced compared to our company. However, we believe that the competitors businesses also have shortcomings and each has its own advantages. With the special features of our washing machine then we are going to stay in this industries in a long term and continuously improved our products. Last but not least, the management team of our company play good on their role in order to achieve our vision and mission of our company. Each of the organization members pay full attention to their respective positions in controlling,planning and providing the best products to our customers. A good team will give a better results especially to compete with other competitors and to avoid our business to lag behind other businesses

## **2.0 PRODUCT DESCRIPTION**

Design plays an important role in making people aware of a product's quality, even when it comes to heavy machinery or services as our product is portable washing machine. Depending on the problem-solving approach, product design is a structured method to make the user's life simpler and easier (5 characteristics of good product design to boost sales - Spark Eighteen, 2020). As it was intended designed to overcome users' issues, then the feature must be a solution out of all issues. The features must comply in order to overcome the weaknesses and works as expected.

### **2.1 Detail of the product**

The washing machine must be portable and convenient which can be used in variety situations to minimize the user's effort and workload. Based on our analysis study of the customers' needs, our company comes out with a new product which can fulfil the customers' need and also satisfy them. We come out with a foldable washing machine which is space saving as our target market is a students and travellers. With that feature, they can use the washing machine anywhere because it can be fold and lightweight. Other than that, the washing machine also provided the tools like a brush to clean up the shoes. They just need to plugged in the brush stick in the middle of the washing machine or plugged out the brush stick and works likes normal washing machine. Thus, we are improvising our washing machine with the Bluetooth connection which able the users to control them from anywhere they are. This is one of the most special feature because people nowadays prefer something that involves with their mobile phone. Moreover, we allowed two types of power supply on our washing machine which is solar panel and electric supply in order to facilitate consumers and save on consumer costs. Not just that, we also offered 2 years warranty for those who want to fix their washing machine. We try our best to produce a user-friendly washing machine so that it is worth buying for a long term used.

## 5.2 Background of Management Team

### 5.2.1 General Manager & Administration Manager



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