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UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

EZ MALL

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1.0 EXECUTIVE SUMMARY

Nowadays, along with massive development in technology era and power now in our hand, application in the smart phone do help a lot people in problem solving. Everything now can be solve with a single touch. Besides, community mostly spend most of their time during weekend in the shopping mall and since vast shopping mall being built everywhere. To take advantage of this trend, we from Yezzy Company have new product to introduce to the consumers which is the EZ Mall. Our company is targeting in developing an application for people to find another friends, shop lot and also parking much easier and faster during their time in shopping mall as it developed to be customer- friendly. As many years passed by, number of people dropped by shopping mall increasing with average of 3 hours spend per visit. Nowadays, people did face difficulty to search people, parking and shop lot even though there was directory but it hard sometime for people to understand the map in shop time and to find especially during peak hours. Therefore, EZ Mall can help the consumer to find everything within one application only. Overall marketing strategy will be included specific marketing philosophy and strategy of the company, the value chain and the channel of distribution in the target market. First of all, our target market will be based on the residence at Puncak Alam area since our company was nearby there. For initial intensive selling effort, our company has set the types of customer groups that would buy our product. Our target customer is a smartphone user and secondly people that always spend time at both shopping mall every week. The product is designed to save time in searching. It will ease and minimize the time for people to find the favorable aim. The price is reasonable and there is no physical energy used. The management team in our company consist of several sections and is conducted by experienced employee to make sure our company is run efficiently.

Same as BP

2.0 INTRODUCTION

After initial observation towards the apps that available in marketing, the team had chosen a product that we believe can contribute to the all people especially for tourists. Our product is an application called "Ez Mall". Nowadays, most people regardless local or non-local have problems finding the location of store and shops especially in malls. Most of them will spend around 20 minutes to get to the store, even when they have go through the directory maps in the mall. In addition, this app also helps people in finding parking available in malls as most people tend to spend most of their time only on searching for parking. Next, this app has a "set meeting point" option that is very beneficial for tourists that go in groups, as some tend to go to different shops and get lost, so, they can turn on the app together, to set a meeting point for them or they can also follow the direction to go to the other teammates. Nevertheless, this app is very beneficial for people who always finding difficulties in all of these problems. This app will definitely ease everyone's task and daily activities, and plus it shortens people's time in searching for parking and shops too.

3.0 TECHNOLOGY DESCRIPTION

Product idea descriptions

- One app used in mall comprises of finding shop, locating people and parking. All smartphone users can download the apps.
- This app can be used to locate shops and people by setting up a meeting point and also for locating parking at the parking lot in the mall
- Target market are teenagers and adult at shopping mall
- Comparing to the company's present products, other apps mostly for retail and locating, for example online purchasing like Lazada and Waze for locating places. However, until now there is no apps for locating missing people or set up a met up point and to find shops at shopping mall. Until now, there is only shops directory provided at mall. By using this apps, anyone who have smartphone can use the apps without the need to find the directory board or remembers the parking lot.
- There is no competitors related as this is the only apps that combining the features available by other apps into one apps that apply in mall.

4.0 NEW PRODUCT DEVELOPMENT

4.1 DEFINITION NPD

Through initial observation towards people trend and problem faced when spending time at shopping mall, the team had chosen to develop an application that we believe can ease people in searching specifically. This application is called "EZ Mall". Nowadays, citizen spend most of their time at both places thus they usually face the hardship to find their own friends or relatives, favourite shops and even parking. Thus, this product is suitable for people who is a smart phone user that usually needs help in order to find people, shop and parking at the same time in favorable and faster manner.

4.2 CLASSIFICATION NPD

EZ Mall is an new to the firm application that design basically to help people at the same time save both energy and time in searching another person, shop lots and parking when shopping. Thus, the main functions of this application are to find person, shops and parking allocated in the shopping mall that the customer went to. The application use the concept of locate at which people need to download the application inside their smartphone and have internet connection or Wi-Fi to use it when in need of searching their friends or specific shop lots to visit. Both searcher and the person who being search need to have this application and it works only when person at shopping mall or supermarket that cooperated with too. For the convenience searching of parking especially when visiting large shopping mall, people can scan QR code located nearby when parking their vehicle in order for system to recognize the spot thus patient do not have to remember their parking spot or taking picture of the parking wall anymore.