



**ENT 600**

**CHA-ONE SDN BHD**

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Company's Logo



**WORLD'S SMARTEST AND TRUSTED TUMBLER**

## Chapter 1

### 1. Product Description

#### 1.1 Introduction

After observation towards the existing tumbler in the market, the team had come out with product which can potentially contribute to the university student and office worker lifestyle. Starbuck, Dunkin Donuts, Coffee Bean and Tea leaf and other coffee shops have come up with small portable tumblers that can carry their coffee or tea to almost everywhere they go. Cha-One Sdn. Bhd took this factor as an advantage and huge opportunity to create our product by providing technology improved tumblers that can ease consumer's busy lifestyle. Cha-One tumbler is a tumbler that has automatic stir function and system which allow user to control the temperature of their drink. Cha-One tumbler also has anti-spill lid mechanism that can prevent spillage of drink. This project blueprint is done to attract agency to apply for grant.

#### 1.2 Product Concept

- Tumbler that can stir drink automatically
- Can control and maintain temperature of drink
- Tumbler that has anti-spill lid

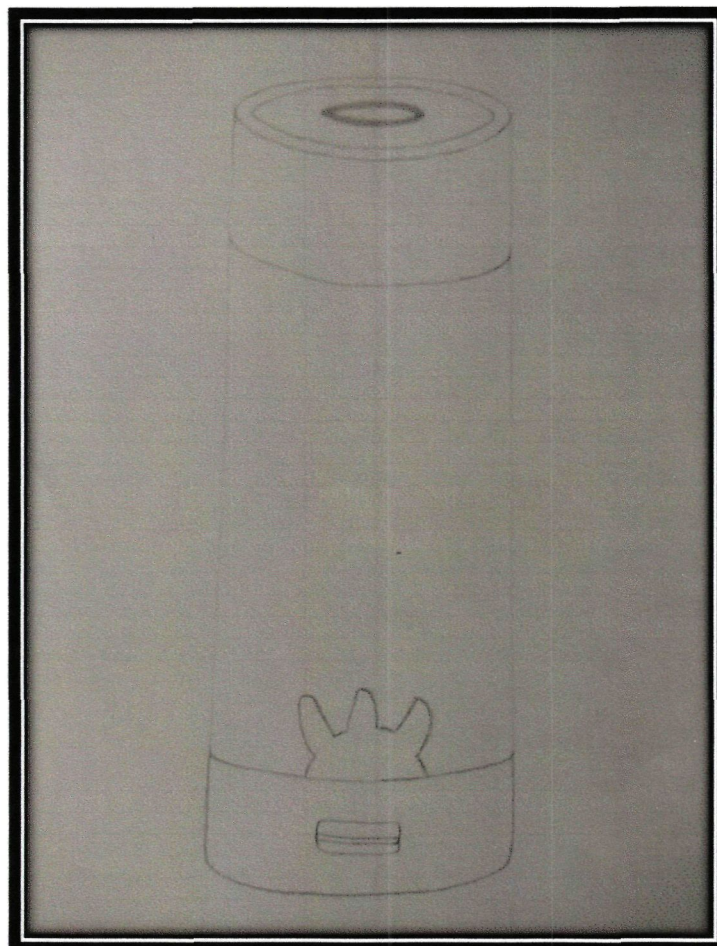
#### 1.3 Application

The application of Cha-One tumbler is its self-stir function that can be done with a push of button. By having this function, consumers can save time by not having to wash spoon and helps in stirring drinks automatically. Cha-One tumbler also has function to maintain the drink temperature for a very long period of time. This function can be enjoyed by adjusting the heat temperature with the control button located on the side of the tumbler.

#### 1.4 Product Features

- Self-stirring function: Metal blade is used to stir the drink to homogenize it
- Temperature control: Used to maintain the hotness of the drink
- Rechargeable batteries: Batteries can be recharged by plug-in the USB charger
- Anti-spill lid: Locking system of the Cha-One product is to prevent leaking or unwanted opening. Customer just need to push on the top of the top lid to open and can directly drink from it.

#### 1.5 Picture Description



**Figure 1 Cha-One Tumbler Concept**



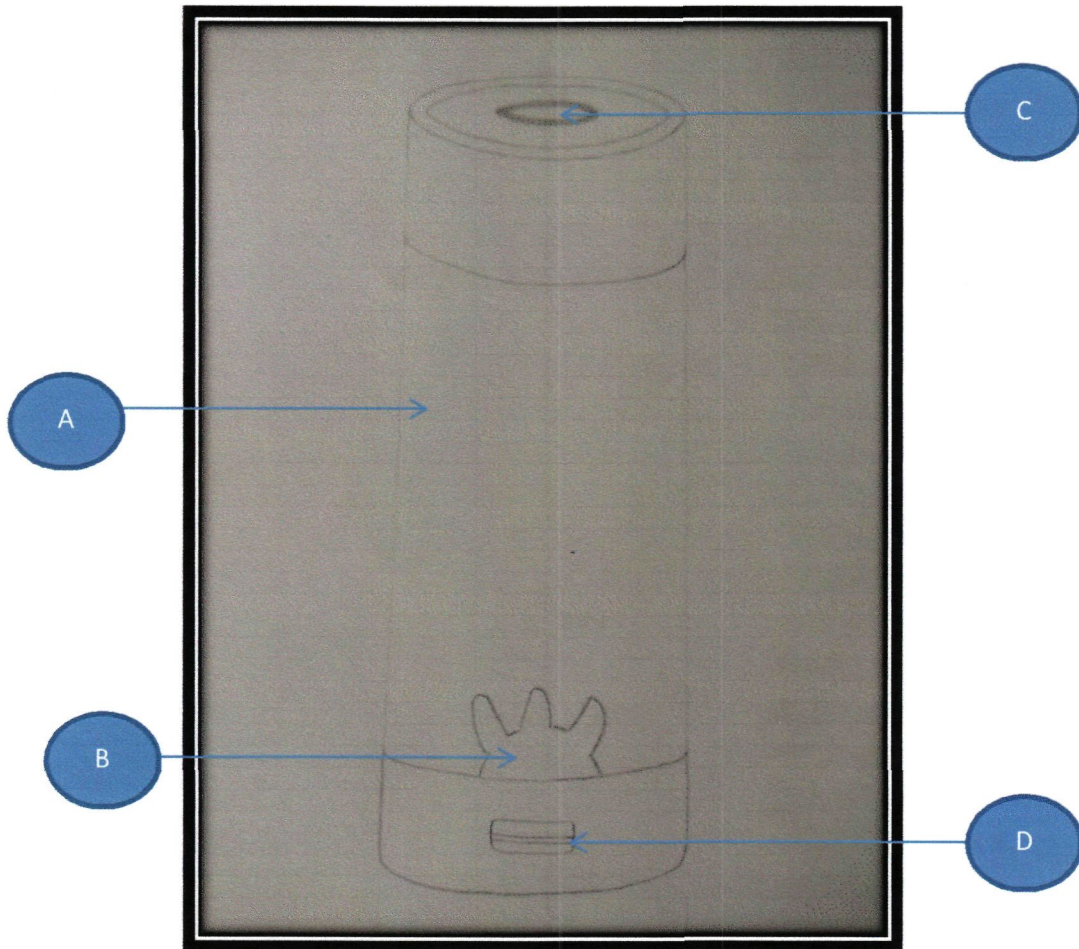
## Chapter 2

### 2. Technology Description

#### 2.1 Overview of product prototype

Cha-One tumbler has function include the temperature control, this features control the temperature of the drinks. A normal mug or tumbler would fail to retain the drink's heat after a few minutes or maybe hours. Cha-One tumbler is also equipped with rechargeable external batteries. This battery is an external removal battery which can be removed and is able to operate for a length of 4 to 5 hours.

Cha-One tumbler provides a safety feature of anti-spill system where the user is required to push the button at the top first before you can drink it. This lock system is also able to prevent spillage or leaks at the lid. The best technology from Cha-One is the self-stirring device. Consumer does not have to bring any spoon, does not need to stir drinks as the device does the stirring automatically with a push of a button.



**Figure 2 Cha-One Tumbler Prototype**

Label	Device
A	Tumbler
B	Blade/Stirrer
C	Temperature Control Button
D	USB Port





### 2.1.1 Tumbler (A)

#### Description:

A tumbler is a container to store drink and keep it in desired temperature. It is made from plastic which made it lightweight in nature and resistance to corrosive.



Figure 3 Plastic Tumbler

#### Specification

Material : Plastic

Capacity : 400 ml

Process : Injection Moulding

#### Target Supplier:

<https://www.giftsdepot.my/product/colour-tumbler/>

### 2.1.2 Blade/Stirrer (B)



**Figure 4 Blade/Stirrer**

#### **Description:**

The function of stirrer is to stir the drinks in order to make sure the coffee or other drinks mix well with the added milk or sugar. The stirrer should be stainless steel in order to prevent it from rusting. This is important because rusting stirrer may contaminate the drinks and affect the user health.

#### **Specification:**

Material : Stainless steel

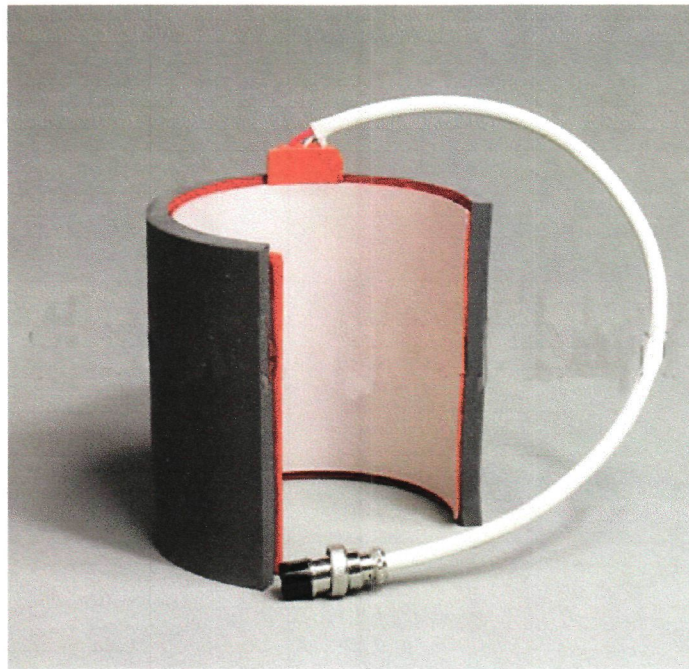
Thickness : 0.1mm - 6.0mm

#### **Target Supplier:**

<https://www.alibaba.com/showroom/blender-blade.html>



### 2.1.3 Heater Pad (C)



**Figure 5 Heater Pad**

#### **Description:**

The function of the heater pad is to act as heating element for the tumbler. This component also helps in setting the temperature of the drinks and maintaining its hotness.

#### **Specification:**

Height : 100mm – 150mm

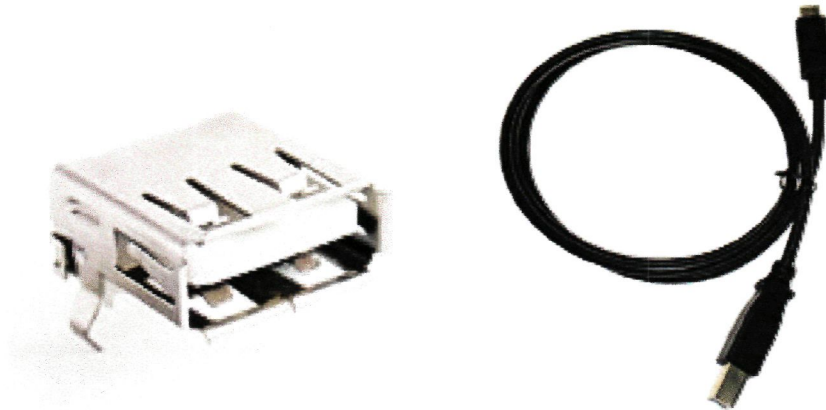
Thickness : 8 – 10mm

Power : 250W

#### **Target supplier:**

<http://www.alibaba.com/showroom/mug-press-heating-pad.html>

### 2.1.4 Universal Serial Bus (USB) port and Cable (D)



**Figure 6 USB Port and Cable**

#### **Description:**

The function of USB port is to charge the battery back to full charge. The USB cable transfer the current energy from charger to the USB port.

#### **Specification:**

Dimension : 4.5" wide x 4" deep x 1" thick

Feature : Single USB 2.0 port with cable

#### **Target Supplier:**

<http://www.indiamart.com/allianzindia/new-items.html#usb-ports-and-cables>

## Chapter 3

### 3. Marketing Research and Analysis

#### 3.1 Target Market

The target market for Cha-One tumbler is Malaysian population which ranged of the age between 25 to 39 years old. The gender of our customer is not fixed as the availability of various designs of our product suits for both genders. Personal tastes of people in this modern era keep on changing according to the trend as so their preferences, status, and hobbies.

#### 3.2 Market Size and Market Share

- Malaysia 2016 population = 30.73 million people (Source: Countrymeters)
- Percentage of Malaysian population age between 25-39 years old (41.2%) =  $30.73 \times 0.412 = 12.7$  million people (indexmundi.com)
- Estimated of people buying (2%) =  $12.7 \times 0.10 = 254,000$  people

From the number of people that are buying, the estimate sales forecast

$$= 254,000 \text{ people} \times \text{RM}80$$

$$= \text{RM}20,320,000$$

#### 3.3 Factors Affecting Market Growth

The major factors affecting the market growth is the international trades, which impact is based on the fuel cost. Since, it is the basic ingredient of any product, if fuel price increase then our product cost will also increase. It consequently impact on less sales, which cause company to offer more discounts.

Next will be the household income include the power to buy. The more power people have to spend, the larger the opportunity for Cha-One to grow. Other factor affecting Cha-One

market growth is taxes and duties, since government earn their income by levying taxes and duties on the product.

Market competitors and market variety will allow customer to be choosy and force us to offer discounts to lure customers. New technology is one of the most important factors which can impact Cha-One market growth. People are always attracted to buy product which is updated, contain new and interesting invention and follow new trend.

### **3.4 Future Technology and Market Foreseen**

In the future, our company is aiming for future technology improvement that can be added into our Cha-One which are:

- Bluetooth device
- Wireless internet modem
- Digital Clock
- Radio

### 3.4 Competition and Competitive Edges

#### a) Strengths and Weakness of Competitors

Table 3.4 shows the strengths and weaknesses of competitors for Cha-One Sdn. Bhd

<b>Competitors</b>	<b>Strengths</b>	<b>Weaknesses</b>
<u>Famous Amos</u> 1. KL Sentral Kiosk, Level 1, Station Sentral, 50470 Kuala Lumpur.	<ul style="list-style-type: none"> <li>• Attractive decorations.</li> <li>• Well known in the market.</li> <li>• In industry for 29 years.</li> </ul>	<ul style="list-style-type: none"> <li>• Cannot buy the tumbler alone without buying other merchandise.</li> </ul>
<u>Dunkin Donuts</u> GF, KLIA Airport, Jalan KLIA, 64000 Sepang, Selangor	<ul style="list-style-type: none"> <li>• Well known in the market.</li> <li>• Attractive decorations</li> </ul>	<ul style="list-style-type: none"> <li>• Limited number of supply</li> </ul>
<u>The Coffee Bean and Tea Leaf</u> Unit 24, Departure Hall Level 1, KL City Air Terminal KL Sentral Station, 50470 Kuala Lumpur.	<ul style="list-style-type: none"> <li>• Known in the market.</li> <li>• Drink is sold cheaper when using the brand's tumbler</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive price at RM100 and above for each tumbler without any special function</li> </ul>
<u>Starbucks Coffee</u> Unit 5, Arrival Hall, KL Sentral, 50470 Kuala Lumpur.	<ul style="list-style-type: none"> <li>• Well known in the market.</li> <li>• Can get cheaper coffee when using the brand's tumbler</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive price at RM90 and above for a normal ceramic tumbler</li> </ul>

**Table 3.4: Strengths and Weaknesses of Competitors**

### 3.5 Marketing Strategy

#### a) Overall Marketing Strategy:

One of our marketing philosophies is customer orientation where they buy products for the benefits that they will get. Customer satisfaction is the main key in Cha-One principles.

Next is “Innovation”. Through the years, tumbler is a must thing that every people should have. For office workers, they will bring it every day to their office. We sought to create something that is new and not too ordinary.

We use “Brand Marketing” strategy to increase people awareness about the existence of Cha-One tumbler. Our marketing strategy has always focused on “word-of-mouth” and letting the high quality of our products and services speak for themselves.

#### b) Pricing Strategy:

The cost pricing for our product as it is most commonly used in pricing strategy.

Price = total cost per unit + mark up

$$= \text{RM } 60.00 + \text{RM } 20.00 \text{ busin' ?}$$

$$= \text{RM } 80.00$$

For Starbucks, the price of their tumbler are ranged from RM 40 to RM70 depends on the size and the designs. But for our product, it is cost around RM 50 not include postage. The price are depends on the cost to make the product and also the design of the product.



**c) Sales Tactics:**

Cha-One Company provides online shopping for customers to buy the product. Prospective customers are more likely to act immediately when their favorite way of ordering is available. Cha-One use the company one sales force to promote and handling the customers. We use local distributor include Pos Malaysia, Gedex and FedEx to deliver product to the customer.

**d) Service and Warranty Policy:**

For service and warranty policy, customer's service problems can be handled by online service, where we provide solution to the customers if the product had a problem. Customers can return the product to us if there are some technical problems only if the warranty does not exceed one year from the date of the purchase.

**e) Advertising and Promotion:**

For advertising and promotion, we have made an aggressive promotion in the internet as our product is still new in the market. Customers can visit our website which is [www.Cha-One.com.my](http://www.Cha-One.com.my) or Cha-One's Instagram to know more about our product or to book our product.

**f) Distribution Channel:**

For distribution channel, we employ business-to-customer (B2C) distribution where we sell the tumbler to the customer. It is direct distribution channel where the product or service leaves the producer and goes directly to the customer, with no intermediaries involved. This occurs, more often than not, with the sale of services.

## Chapter 4

### 4. Financial Plan

#### 4.1 Start-up Cost

ONE TIME START-UP COSTS	RM
Business fixtures and equipments	10,000
Machineries/Equipments	4000
Basic Renovation	10,000
Rental deposit (2 months)	7,500
Utilities deposits (1 month)	200
Legal and professional fees	150
Licenses and permit	30
Insurance	500
<b>A. Total one-time start-up costs</b>	<b>32,380</b>

#### 4.2 Working Capital (4 month)

4 MONTHS EXPENSES	RM
Salaries and wages (5 Person) RM 3000 x 5	15,000
Rent	2600
Utilities	1500
Office supplies	600
Miscellaneous	1500
a. Total monthly working capital required	40000
<b>B. Total 4 months expenses (ax4)</b>	<b>RM 61,200</b>

### 4.3 Cost of component per prototype

Components	RM/unit	UNITS	RM
Tumbler	8.00	1	8.00
Blade/Stirrer	10.00	1	10.00
Heater Pad	20.00	1	20.00
USB port&cable	25.00	1	25.00
Total Cost Per Prototype			63.00
C. Total Cost of Prototype x 10 Quantity			6,300.00

Total Cost (4 Months) = Total Cost A + Total Cost B + Total Cost C

$$= \text{RM}32,380 + \text{RM}61,200 + \text{RM}6,300$$


$$= \text{RM}99,880$$

## Chapter 5

### 5. Management Team

Cha-One Company consists of 5 main positions, which are General Manager, Marketing Manager, Financial Manager, Operational Manager and last but not least, Research and Development Manager. These managers and have their very own expertise as the strength of the company.

#### 5.1 Team Members

Name / Position	Area of expertise/Responsibility
 <p data-bbox="209 1317 579 1402"><b>GENERAL MANAGER</b> Muhamad Haziq Bin Haslan</p>	<p data-bbox="624 913 754 947">Expertise:</p> <ul data-bbox="671 969 1402 1115" style="list-style-type: none"><li>• Degree in Polymer Technology,</li><li>• Excellent in programming software such as SOLID WORK, CATIA, MATLAB and AutoCAD.</li></ul> <p data-bbox="624 1193 834 1227">Responsibilities:</p> <ul data-bbox="671 1249 1402 1787" style="list-style-type: none"><li>• Generally manages all aspects of the business and monitor the progress of such issues regarding the business.</li><li>• Responsible for overseeing all administrative functions in the business.</li><li>• A major part involves leading and directing employees.</li><li>• As a delegate administrative tasks, such as accounting, paperwork and payroll, while she also have the freedom to deal with other issues.</li></ul>



**MARKETING MANAGER:**

Tun Amir Audi Bin Sabri

**Expertise:**

- Degree in Polymer Technology
- Excellent in programming software such as SOLID WORK, CATIA, MATLAB and AutoCAD.

**Responsibilities:**

- Manages marketing strategy to attract and monitor consumers.
- Develop pricing strategies to help the organizations maximize their profits and market share while ensuring that the organization's customers are satisfied.
- Work with sales, public relations, and product development staff.



**FINANCIAL MANAGER**

Mohammad Izzat Farhan bin

Mohklas

**Expertise:**

- Degree in Polymer Technology,
- Excellent in programming software such as SOLID WORK, CATIA, MATLAB and AutoCAD.

**Responsibilities:**

- Manages financing related issues including the salary of the staff and the board of directors themselves.
- Financial Manager are responsible for the financial health of the company.
- Manage and produce financial reports, direct investment activities, and develop strategies and plans for the long-term financial goals of the company.



**OPERATIONAL MANAGER**

**Dzul kifli Bin Harun**

**Expertise:**

- Degree in Polymer Technology,
- Excellent in programming software such as SOLID WORK, CATIA, MATLAB and AutoCAD.

**Responsibilities:**

- Manages and Ensures the smooth operation of various processes that contribute to the production of goods and services of the company.
- Ensures the good quality assurances of the goods to meet an acceptable standard and generate positive feedback from the customers.



**RESEARCH  
AND DEVELOPMENT  
MANAGER**

**Mohd Saifuddin Bin Mohd  
Zulkufli**

**Expertise:**

- Degree in Polymer Technology,
- Excellent in programming software such as SOLID WORK, CATIA, MATLAB and AutoCAD.

**Responsibilities:**

- Manages the product designs and materials used for the creation of the product.
- Plan, organize, direct, control and coordinate research and development activities within organisations.
- Test and influence quality strategy and continuous improvement of the products.

## **5.2 Other Required Expertise**

### **1. Specialized Knowledge, Experience and Skills Involved**

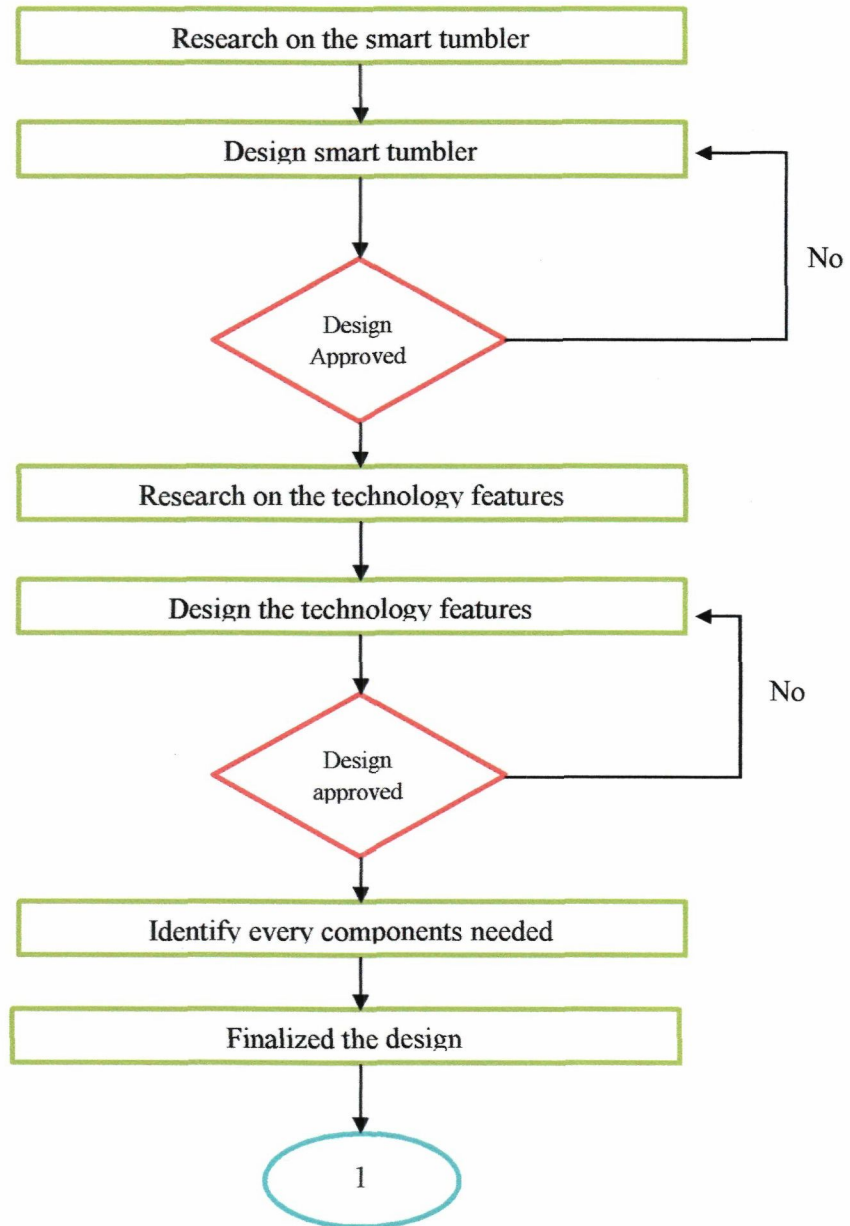
As far the company's concern, we need to have the knowledge, experience and skills:

1. How to produce a product from plastics and metals.
2. To know the right mechanism to control the temperature for our temperature control device
3. Basic knowledge on how to prevent the beverage leakage, in which may damage the electronics circuit
4. Skills to assemble the product, as it produced by parts- to reduce cost in future

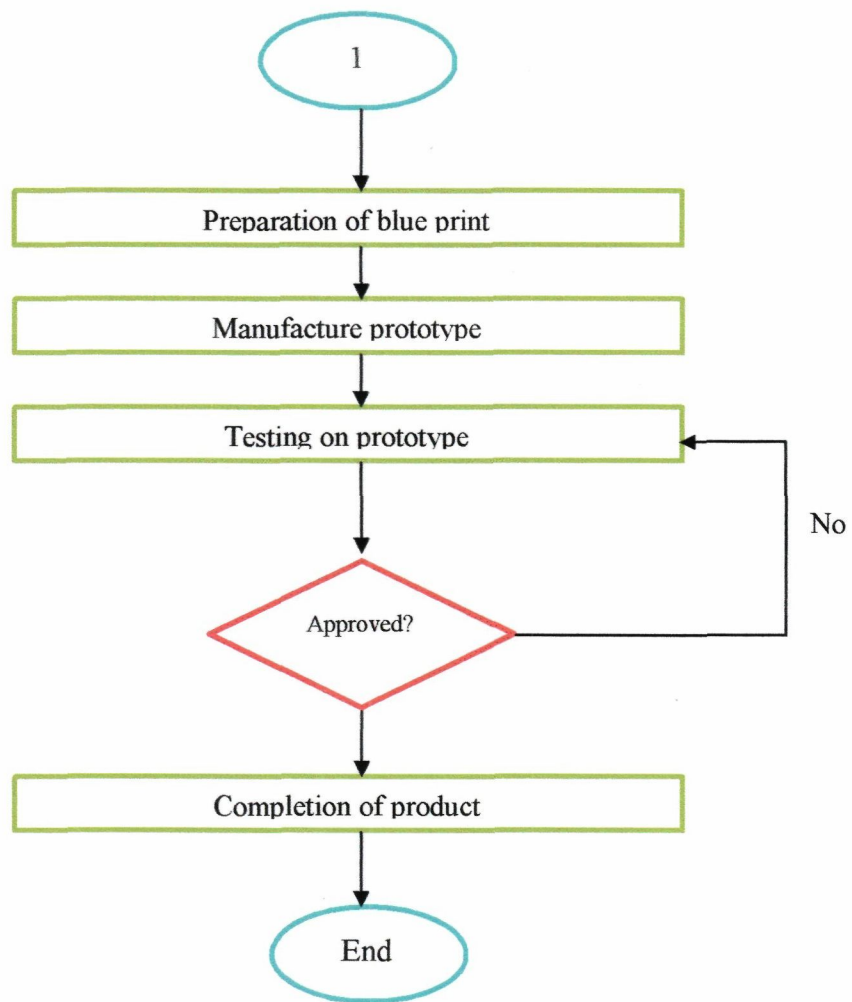
## Chapter 6

### 6. Project Milestone

#### 6.1 Flow Chart of Project Design Planning







## 6.2 Project Schedule

Progress	1	2	3	4	5	1	2	3	4	5	6	7
<b>Preparation of Technology Blue Print</b>	█	█										
<b>Application for preseed fund</b>			█	█								
<b>Fund Approval</b>					█							
<b>Set up premise/purchase equipment and material</b>						█	█					
<b>Develop prototype</b>								█	█			
<b>Test prototype</b>								█	█			
<b>Final prototype</b>										█	█	
<b>Documentation and submission</b>												█

## **Chapter 7**

### **Conclusion**

Cha-One Sdn Bhd has come in agreement to proceed with the project after done a throughout research on the specified market. The team had found a good opportunity to enter the tumbler market due to uniqueness of Cha-One tumbler compared to other tumbler available in Malaysia. Cha-One Sdn Bhd wants to apply for a grant of RM 150,000 from Malaysia Government under the Enterprise Innovation Fund (EIF).