

MULTIFUNCTION SMART BAG: THE ROSEATE

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ABSTRACT

In the modern world, the bag has been part of daily fashion and trend as many people carry a wide variety of it ranging from cloth or leather briefcases, handbags, and backpacks. The product that is actually used for storing or holding something has been a set of strong trends available in different sizes, fabrics, and shapes in order to cater high demands. Heavy and busiest daily routine activities, limited time, cost-saving, and people looking for flexibility recently also trigger our team to produce the roseate bag come out with multifunction with an adjustable preference for the traveler, students, and any types of people as well that would occupy the space of bag with depends on their loads. The common design and function of the tote bag are in carrying books and stuff a person needed based on their occasion. Through Roseate bag we bring out a multifunction bag product in combining two main functions of the bag as the main purpose of a tote bag is to serve as an easy carryall, especially during those busy days spent shopping or running errands and a clothes bag is use for carrying garments also included the toiletries and any personal belonging to a person for traveling purpose. The objectives of the Roseate bag are in reducing the number of bags a person needs for themselves as they can choose either using the tote bag when they carry a book or easy carryall stuff and using it to bring their clothes as in the standard main function of a clothes bag. It helps in reducing a person's expenses and ease of mind in purchasing several bags and deciding on which bag they wanted to use.

Keywords: multifunction bag, easy carryall, reducing expenses, ease of mind.

1. INTRODUCTION

As reported by Reuters, between 500 billion and 1 trillion plastic bags are used globally each year, with fewer than 10% are recycled. Malaysia is known as one of the largest plastic bag exporters in the world. It is reported by the World-Wide Fund for Nature (WWF) that Malaysia is Southeast Asia's worst plastic polluter. In Malaysia, plastic waste pollution is an equally major concern. Furthermore, due to the impact of Pandemic Covid-19 and economic challenges, and the increasing number of unemployed, people are more concerned about cost saving with multipurpose products. Therefore, based on the observed problem, the Roseate bag was created. The Roseate bag is a multipurpose tote bag, comprising two layers of organic cotton material that can be recycled. The bag comes in two sizes where it can be expanded to a large size for traveling purposes. The size of the bag is flexible and can change depending on the needs of the user. For instance, it can be used as a handbag to go to the office. Later, it may be converted into a larger bag to bring to the gym. Thus, people can save their time, cost, and energy by using this innovation multipurpose bag called the Roseate.

2. OBJECTIVE

The main objectives of the Roseate bag is to reduce the number of bags a person needs for themselves as they can choose either using the tote bag when they carry a book or an easy carryall stuff and using it to bring their clothes as in the standard main function of a clothes bag. Our product is 2 in 1 bag where it can be small or large size. This can make our consumer be in peace of mind as they do not have to worry about the bag anymore. This type of bag cannot be found at any places as this idea originally from The Haylem.Co. Thus, we are hoping that our product can be a new fashionable trend in the market and next to all around the world.

3. NOVELTY

Roseate bag is an innovative idea for multi-function bags. It is essential for a person who intended to reduce the number of bags during a trip or occasion. This bag has a strap to be adjusted according to preferable length. The chosen material makes this bag durable and waterproof. It can be custom-made by the customer's desired material to add on. Our target market should be a student or person who wants a bag that is stylish yet multifunctional.

4. COMMERCIALIZATION POTENTIAL / USEFULNESS

Bags play an essential role in the life of many people especially among college students. These days, there is a large variety of stylish bags available in the market; consumers can choose any of them as per their own preferences. The Roseate Bag product is an innovative product as it has not entered the market yet. Bags are considered as a fashion statement that can either break or make style. Using these stylish bags, consumers can easily carry her important personal belongings along with them. They can easily keep their medicines, wallets, books, and many other valuables which they need daily. It is important to note that these bags are not only used for carrying daily items but are also used as a garment bag in an easier way rather than changing to another bag, they can easily just open up the other side of the bag to use it for putting in their clothes and other essential things for their occasions. In addition, this innovation idea will bring a new spectrum to the fashion and design industry due to its lightweight in nature, durable, versatile, and multipurpose in function as to cater the consumer's needs and wants.

5. CONCLUSION

The Roseate bag is something new and people will love this idea. This bag can really help people in reducing their burden to carry more than one bag. We benefit our consumers with the multifunction bag and at the same time can be fashionable. We sell at an affordable price so everyone can have the chance to use the Roseate bag like our motto, 'everyone deserves a chance to style'.



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