



### **UMBWRAP**

**Faculty** : FACULTY OF COMPUTER SCIENCE AND MATHEMATICS  
**Program** : BACHELOR OF SCIENCE (HONS.) COMPUTATIONAL MATHEMATICS  
**Program Code** : CS241  
**Course** : TECHNOLOGY ENTREPRENEURSHIP  
**Course Code** : ENT600  
**Semester** : OCTOBER 2020 – FEBRUARY 2021  
**Group Name** : N4CS2416T4/N4CS2417M2  
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**Submission Date:**  
4<sup>th</sup> February 2022

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## **1.0 EXECUTIVE SUMMARY**

Ere de Sol Sdn Bhd is a company that will produce the new technology called Umbwrap. The product will focus on designing a product that can prevent slipping accidents caused by the wet umbrella. UmbWrap is a device that solves wet umbrellas and prevents slipping issues. Product design intent and constructability, as well as product operation and maintenance, are all factors that must be considered in order to improve overall product design realization, construction, operation, and maintenance. This product release can help consumers easily bring their umbrella without any worries.

The target market of this product is the biggest companies, shopping malls and restaurants. Focusing on the Klang Valley is a way to achieve our goals as the very first city to be emphasized. Omnipack, Evertop and Niikura Scale Co.,Ltd. are the main competitors. They were founded and have experience in the umbrella wrapping sector. With the advantage each of the competitors have, it will be used to make an improvement to this company towards our product. The profitability of Ere de Sol Sdn Bhd's product is based on cost and revenue calculations that show our company would be able to cover operating costs. Ere de Sol Sdn Bhd's will hire some staff to assist us achieve our company goals. The management team will develop from the chief executive officer, financial manager, administrative manager, operation engineer and marketing manager. Every position plays a unique role in the business, they are all really important.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

### **2.1 Detail of Product**

A lot of technology has been produced in order to help society to have an easy life in their daily lifestyle. As a newly established company to compete in the production of new technology products, we take different initiatives to show variations in our products. Umbwrap is a kind of innovation in our product that is very convenient and easy to use for the customer. This product is suitable to be used in the nearby shopping mall. Our product consists of two sections which are the drying section and wrapping section. This product comes with two functions, the first part is to absorb the water from the umbrella and the second part is to wrap the umbrella using a high-quality plastic bag. This product also comes with sensor technology that can detect the movement to make the process become smooth and faster.

### **2.2 Application of the product**

The applications of the products are for the owner of the building which will be used for the consumer where this product can absorb and wrap their umbrella. It also can apply for restaurants which can be used as wrapping the wet umbrella that can make the floor keep dry and clean. Also, it can be used in shopping malls and offices. The secondary application can ease the consumer to bring their umbrella.

### **2.3 Unique features of the product**

Our company produces a product that has competitors in the current industry. The purpose of the product is to ease consumers to bring their umbrella and design a product that can prevent slipping accidents caused by the wet umbrella. This will help consumers and now the market produces the product just to fit the customer needs. With the certain technology used, we can make sure our product will give more benefits to the customer and compete with other competitors. The difference between our product and the others is the material we are using from the good quality of microfiber that can absorb water faster than others. We also use light material

that can make it easy to handle it . Our product is easy to install where the component needed is not too complicated. With the form in a variety of colors due to customer needs can attract more customers to buy this product.

## **2.4 Present state of development of the product or service**

For current development, they only produce the product to wrap the umbrella which we produce the 2 in 1 product. They are using a lid to hold the plastic and take another plastic then which is less technology. Mostly they use HDPE (High-Density Polyethylene) compared to us which use PP (polypropylene). Due to time, we assume that the installation for one Umbwrap is about less than 1 day. It does not take much time to produce the product and installation. Due to money, it depends on market price for material that we use.

## **2.5 Patents or Proprietary features of the product**

Umbwrap has two different parts and functions. The ownership and copyright of the soon-to-be-released product will be enrolled in Umbwrap. The product utilized, as well as its own package, is used to register ownership and copyright for Era de sol items. Nonetheless, Era de sol makes an effort to differentiate the Umbwrap product, which is made using a different technology, from other items. This was clear when the study was conducted, and the Umbwrap that was developed differed from other goods on the market. The findings of this study also give the company confidence in its ability to build the Umbwrap market as a hygiene product.