



## WRINKLE WISE MIST

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## **1.0 EXECUTIVE SUMMARY**

FabricSmooth Tech main objective for Wrinkle Wise Mist is to create a new innovation using the existing technology to bring convenience and reduce manual labour in consumers daily life. By using this product, the user can save more time in ironing their clothes and enable them to multitask in completing their chores. Other than time-saving, our product also prioritises fabric care as the mist will not harm and defect the clothing material used and it can be used for various types of fabric. The sleek design and small sizing of the product also enables the customers to carry the product along with them during travelling. Our company also designed the product to be user-friendly to ease the process of using the product and the product will not harm the customers as it does not produce any hot steam or excessive heat. In an era where convenience is highly valued, the Wrinkle Wise Mist presents a technologically advanced solution for efficient garment care, catering to the target market.

FabricSmooth Tech is led by six key management roles, with Nurul Najjah Najihah Binti Mohd Roslan serving as the Chief Executive Officer. Supporting her are Nur Amalia Ayunni Binti Nawi as Administrative Manager, Nuranisah Hidayati Binti Sidek as Operation Manager, Hana Najihah Binti Rozli as Financial Manager, Siti Nurmarshiela Binti Muhamad Sharil as Application Manager, and Ikmal Arief Bin Johari as Marketing Manager. Each member plays a crucial role in effectively managing the company to fulfill its objectives.

The revenue, costs and profits for this company is targeting an increase in annual revenue through market expansion, implementing cost-effective measures to optimise operational efficiency, reduce expenses, and enhance overall profitability. By calculating financial decision-making, it can maximise returns on investments through strategic allocation and maintain a healthy cash flow position by closely monitoring and managing receivables, payables, and working capital. At the end of this year, this company is targeting total sales of RM800,000 with net income of RM201,223 with the help from all team members from all sectors.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

### **2.1 Product detail**

Wrinkle Wise Mist is a durable anti-wrinkle product which has a travel friendly size and user friendly features. The dimensions of the humidifier is 14.1\*10.1 cm and has a capacity of 500 mL liquid. Wrinkle Wise Mist is a wonderful product which holds the purpose of de-wrinkling the choice of garments. Along with the humidifier, a 200 mL of anti-wrinkle solution will be provided upon purchase. Wrinkle Wise Mist will produce a fine mist that will help to remove the wrinkles on the clothes after a certain period of time. It is designed to help the customer multitask while leaving their clothes to dewrinkle with the help of Wrinkle Wise Mist. This product can help to remove wrinkles on various types of clothing such as cotton, nylon, polyester, and sensitive material such as silk as it does not produce or utilise any excessive heat or steam which can affect the material of the clothing. The anti-wrinkle solution also is produced to not affect the clothing with its ingredients or chemical used. After using Wrinkle Wise Mist, the clothes will not only look neat and clean but also smells fragrant as the solution will have fragrance that is not too overpowering. With its appropriate size, you can bring this product along during travelling in your bag or luggage. The presence of this product would help to eliminate concern on time consumption and wrinkled clothes.

### **2.2 Application of product**

Wrinkle Wise Mist could look difficult in the first sight but it is actually very simple on how to use it. For a start, hang the clothes inside the wardrobe nicely or lay the clothes inside a suitcase flat to achieve best results on removing the wrinkles. After that, plug in the humidifier and place it inside a closed area such as a wardrobe or even an empty suitcase and pour in the anti-wrinkle solution inside the humidifier. Then, push the button on the remote or the body of the humidifier to switch on the product. After that, set the time for the clothes to be left for dewrinkle. While waiting for the clothes to finish dewrinkle, you can do any other activities needed such as taking a bath, having a meal or doing your makeup before wearing your clothes. After the timer has stopped, gently tug the clothes and spread your hands on the surface of the clothing to smooth the fabric and completely relax the wrinkles. Wrinkle Wise Mist is a must-have product for people who want to save their time on ironing their clothes and prefer

multitasking in their daily life. This product is a new technology that will lessen the use of iron to remove wrinkles on garments.

### **2.3 Features of Product**

Wrinkle Wise Mist is a great alternative and technology to substitute the use of a regular iron or a steam iron to remove wrinkles from garments as it has the attributes to satisfy the target market and achieve what customers require. The target market for this product is people who have a packed schedule and or has a multiple household chores to settle in their daily life such as office workers, college students and housewives. This product is a must-have for the target market because ironing clothes is a necessity for humans to look presentable and nice in their daily life. However, ironing clothes can consume quite some time for people and sometimes regular iron could become dangerous to the clothes as the heat could burn a hole and ruin the material of the garments. Wrinkle Wise Mist will help them to reduce a burden on a chore by just leaving their wrinkled clothes to de-wrinkle while doing other chores or activities that need to be done. Moreover, Wrinkle Wise Mist only produces a fine mist from the humidifier without any heat that is possible to ruin the quality of the clothing. Thus, this product does not only help to remove wrinkles but also cares about the fabric.

Wrinkle Wise Mist has various features and characteristics that would capture the attention from the target market. One of the main characteristics is that this product will give convenience in the customers' daily life to finish their task of ironing their clothes. This product will help customers to achieve a neat and presentable appearance without putting much effort into ironing or steaming their clothes and saving their time on the task. With its small and sleek form, Wrinkle Wise Mist is a product that customers can bring along during travelling without consuming too much space in their bag or suitcase. The concern of spilling the solution inside the humidifier can be prevented as the humidifier is tightly attached and leaking tests have been conducted to resolve this concern because the product is designed to be brought during travelling. The product comes along with a 3-pin plug wire to connect the product with the source of power. As the humidifier produces a fine mist, the nano sized particle helps to penetrate into the fabric clothing and lead to the removal of wrinkles on clothes. This product can also be controlled at a distance as it comes with a remote control that will help customers to