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BLUEPRINT REPORT AMPLE POWER COMPANY

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TABLE OF CONTENT

CONTENT	PAGE NUMBER
1.0 Executive Summary	3
2.0 Product Description	3
3.0 Technology Description	4
4.0 Market Analysis	5-11
5.0 Management Team	12-18
6.0 Financial Estimates	19-30
7.0 Project Milestones	31-32
8.0 Conclusions	32
9.0 Appendix	33

1.0 EXECUTIVE SUMMARY

Ample Power Company have new product to introduce to the consumers which is the SMART Bowl. Our company is targeting in supply food bowl that can hold consumer's smartphones. SMART Bowl is a portable food bowl which helps people from get bored when eating and ease them when they need to use their phones. They just need to place their phones in the holder. As many years passed by, the living accommodation cost is always increasing. Nowadays, people love using their phones and mostly everything they use phones whether for work or leisure. Therefore, we create SMART Bowl that can help consumer use their phones while eating without need to hold the phones with their hands. 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 in Shah Alam and Klang area since our company was in Shah Alam. For initial intensive selling effort, our company has set the target customers in other words, types of customer groups that would buy our product. Our target customer is for students that staying in hostel and secondly is the working people who lives alone. Lastly, our target customer is the people who are interested in buying our product. The product is designed to save ease consume. The price is reasonable and there is no physical energy used. Our company target for production in 2nd year we will target to increase it by RM 1, 500,000. The management team in our company consist of several sections and is conducted by experienced employee to make sure our company is run efficientl

2.0 Product Description

The product of Ample Power Company would like to produce the SMART Bowl. SMART Bowl is a food bowl that is unique, compact design and portable. The function of this food bowl is to hold a smartphones when the owner is eating. It also able to charge the smartphones. There two types of charging method such as wireless charging and usb charging. Consumer can choose either to charge their phones or not because we provide the switch button on the food bowl, and the food bowl must be connected to the power first. The diameter of the SMART Bowl is 170mm and the height is 100mm which is very ideal size for a food bowl. For the charging, we provide an output power of 2.1A for the smartphones which is like we usually use a power bank. This SMART Bowl is a lightweight food bowl and consumer can just bring the food bowl everywhere.

Then, the power usage is 220V/300W/50Hz that is very low in saving electric energy. This product is made of polycarbonate plastic body with the best quality that has good heat insulator which can prevent the bowl from getting hot when charging smartphones. It is also available in three colours which are as red, blue and purple colour. The colour we made it shiny finish.

3.0 Technology Discription

Nowadays, when we go out to market to buy any appliances, we have no idea on what type of appliances that we should buy in order to fits our need and efficient to us. Finding the right one may be challenging since we want the best appliance to make us feel easy and save our time. SMART Bowl is made up from polycarbonate (PC) plastic which is safe to use because it is chemical resistance and most importantly, it is heat resistance. PC has high strength making it resistant to impact and fracture. On the other hand, PC also is lightweight which can make the designing process easier. We create this product because we wanted consumer to eat with happiness. They can watch drama through their phones while eating. The wireless charging port is for the new model of smartphones. There are also phone that do not support wireless charging. So, we provide the usb type-c for Android users and lightning for iOS users.

The power consumption is only 135-200W and the energy used is less.

We use plug type G for the goof bowl to be connected to power. The type G electrical plug has three rectangular blades in a triangular pattern and has an incorporated fuse (3 amps fuse). It is important in developing technology we use low voltage value because we can cut cost and make it more efficient to use since it is portable.

Power consumption	200-300W
Net Weight	0 –1 kg
Maximum weight allowable	1 kg
Rated Frequency	50/60Hz
Materials	Polycarbonate plastics
Power Source	Electrics
Dimension	100mm height

170mm diameter

4.0 MARKET ANALYSIS AND STRATEGY

Market size is the estimation how big our market can be in our market area. In order to determine the market size in the area, we might have one of our staff to stand with a clipboard and a sample product in front of the space and ask pedestrians if they would frequent such an establishment. They will stop by themselves once and our sales marketer will make a demo on how to use it. This also will be particularly important when planning a budget. For every company, marketing plan is the most important part of the business. There are no uses of good quality product if the company fails to sell the product maximally. The good marketing plan should study about the customer behaviour, what the customer's needs and wants, which are the potential buyers and how to satisfy the customers.

4.1 Customer

For our business, we did some research for the targeting customers. We have classified our customers in some categories. They are students and workers. Because of limited resources and competition in our market, we hesitant that we are able to sell our product with equal efficiency and services to the entire market. Therefore, before we decide which market to enter, we analyse the best potential buyers using market division. We divided our market division into three groups to offer our product with different market mix:

Group 1: students

Group 2: workers

Students would always need this food bowl because majority students live in the hostel, so they whenever they want to eat alone in the room for example instant noodles, they can