



اُنِيُوَسْتِيُوِي تِيَكُوُوُوِي فَاَرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **NEW PRODUCT DEVELOPMENT (BLUEPRINT REPORT)**

**FINGERPRINT-SECURED BAGS BY HANDBAGS HEAVEN SDN BHD**

---

**FACULTY:** FACULTY OF APPLIED SCIENCE

**PROGRAM:** BACHELOR OF SCIENCE (HONS.) BIOLOGY

**PROGRAM CODE:** AS201

**COURSE:** TECHNOLOGY ENTREPRENEURSHIP

**COURSE CODE:** ENT600

**SEMESTER:** MARCH - JULY 2020

**SUBMITTED BY:**

AFIFAH BATRISYIA BINTI AZIZ (2019455954)

**SUBMITTED TO:**

MADAM NABILAH BINTI ABDUL SHUKUR

**SUBMISSION DATE:**

17<sup>th</sup> JULY 2020

## Table of Contents

1.0	EXECUTIVE SUMMARY .....	1
2.0	PRODUCT DESCRIPTION .....	2
2.1	Details of the product .....	2
2.2	The application of product.....	2
2.3	Unique features of product .....	3
2.4	The present state of development .....	4
2.5	Patent feature of the product.....	6
3.0	TECHNOLOGY DESCRIPTION .....	6
4.0	MARKET ANALYSIS AND STRATEGIES .....	10
4.1	Customers .....	10
4.2	Market size and trends .....	12
4.2.1	Size of current total market.....	12
4.2.2	Potential annual growth for three years of total market.....	13
4.2.3	Major factors affecting market growth .....	14
4.3	Strength and weaknesses of competitors .....	15
4.4	Estimated Market Share and Sales .....	16
4.5	Marketing Strategy .....	18
5.0	REFERENCES .....	21
6.0	APPENDICES .....	22
	Appendix A: Overall Crimes Cases in Malaysia.....	22
	Appendix B: Current Trending Bags (that can be used to increase revenue).....	30
	Appendix C: Examples of Latest Design of Bags Worldwide .....	41

## 1.0 EXECUTIVE SUMMARY

Handbags Heaven Sdn Bhd is introducing a new product to the customers which is the fingerprints-secured bags. Our company's aim is to give our customer a full satisfaction of having a luxury bag, with a sense of personalized and exclusive design, as well as providing them extra security to their personal belongings.

This new product is produced by our company after further observation of the new trend of living style of the society, and their surroundings. Often, we are able to see people going around freely, be it for leisure, work or travelling. However, as the world revolves, crime cases have increase, annually, in a very worrying state. People may have at least heard, experienced, or saw crimes such as kidnapping, theft, pickpockets, and robbery, at least once in their life. These crimes happen almost every day, and mostly targeting the vulnerable group, such as women and kids. However, men are also not excluded from being the target for these issue.

Therefore, Handbags Heaven offers opportunity to the society, by introducing the fingerprints-secured bags, which also comes with mini GPS tracker, upon upgrade. This system is widely used in every mobile phones company and is now applied onto bags as well by our company. The personal unlock access and ability to track down your bags (which holds all your personal belongings) at any time, will surely be very useful and convenient for the society.

Thus, in New Product Development (NPD) report, we came out with a solution to this problem which is by developing variety of fashionable and trendy bags, which comes with extra security. The product is considered as new to the firm – new product line to this organization.

Our marketing target is travellers, working women in urban area, people who travel to work using public transportation, and also parents who wanted to keep track of their children's' location. We want these targets to feel they are going through an easier and safer experience when they are outside. By proposing and developing the product, we have estimated that the target production for our company for second year will be around RM 670000.00. Although the mark-up price will make this product a little bit expensive from the average market, people will still buy if sufficient touch of exclusiveness and luxury and extra security are provided. In which, our company are very confident in, as we have a very professional and structured design team, IT team, and also, research and development (R&D) team.

## **2.0 PRODUCT DESCRIPTION**

### **2.1 Details of the product**

The new product introduced by our company, which the fingerprints –secured bags definitely have their own uniqueness compared to other regular bags in the current market. The exceptionally exclusive and limited design will surely boost the sale for all the fashionable society, especially those living in the urban area. With the light and high quality materials of our bags, our customers will find it worth every penny, especially when this product is also providing a warranty agreement, that also cover the cost if the fingerprint scanner and GPS tracker is found to be damaged or not properly functioning. Considering how everyone, regardless of the race, gender, age, and nationality are using bags in their daily routine, this product may be a very great use to the society.

### **2.2 The application of product**

The main point that makes our new product to appear different from the regular bag is its extra protection of our customer's personal belongings. Therefore, our company has made it easier for our customer to use the feature. The activation of the fingerprint will be as the same as setting up the fingerprint scan on mobile phones. As for those who had their purchase done at the store, our sale assistant will be helping with the activation, meanwhile, as for those who made their purchase via online website, we will include a manual book as well. Had they found the manual book to be quite a hassle, they are always welcome to our store by bringing along the receipt and bags, for our workers to assist. After activating the fingerprint scanner, customer will be able to have their personal unlock access to the bag.

Along with the fingerprint scanner, our company also provides an upgrade for our customer, where they can opt for an extra security, which is the mini GPS tracker. This mini GPS tracker upgrade uses the same model and system as the GPS tracker for pets. The small GPS tracker gives an advantage for us to fully embed it in the bag, covered by a layer of waterproof case. The GPS tracker will be activated, and customers can have the access to the location of bags, any time, via an application launched by our company. Each GPS tracker with different ID will help to distinguish each buyer's personal GPS tracker inside their bags. Not only is this system practical for adults to find their misplaced and lost bags, but also for parents to track their kids when sending them away to schools and nurseries.

## 2.3 Unique features of product

- **TWO IN ONE**  
Provides owners a full protection of their personal belongings, as well as a sign of their social status, due to the premium price and exclusive design of these luxury handbags.
- **GPS TRACKER APPS COMPATIBILITY**  
Owners have access to the location of their bags, which can be monitored via mobile apps, (installed by the workers in store) the apps, is compatible with both of the mobile operating system used worldwide, (Google's Android and Apple's iOS). Thus, making it easy for owners, where they are not limited to use one type of mobile only.
- **UNABLE TO BE DUPLICATED**  
Fingerprint lock only relies on a person's actual thumbprint, a unique feature that is very difficult to replicate. This feature is not easily lost, stolen, or taken to a locksmith for duplication. This biometric lock also detects whether a thumbprint is a match without having to send information to external source, as they are designed to identify properties of a 3D finger. Using special silicone sensors, these locks will reject anything that does not resemble characteristics of a human's finger.
- **SENSE OF EXCLUSIVENESS**  
As this luxury piece is quite expensive in term of cost, hence, our company has decided to make it feel more limited and exclusive for our customer. Along with the grand logo of our brand, customers can also upgrade their bag for a special name engraving. This will increase the value of their personal bags, apart from the limited designs and structure of the bags choices.
- **FLEXIBLE UPGRADE PLAN**  
Customers are not committed to monthly fees of GPS tracking updates on application, and renewal of GPS tracker, after 2 months of usage (due to battery life). They are free to choose whether to continue on upgrade subscription, which can be easily made via store walk in any time, or to terminate the upgrade for a while. This flexible monthly service can be decided by the customers themselves, whether they should do an upgrade or not. It is always recommendable when they are going on a vacation, or travelling somewhere, or during the period where they needed to keep track on their bags.