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BLUEPRINT REPORT (JOJE TRAVEL SDN BHD)

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ACKNOWLEDGEMENT

As we already know, COVID-19 Pandemic has been the most worrying issue worldwide. In the effort of breaking this virus chain of infection, Malaysia has decided to conduct Movement Control Order (MCO) which requires most industries to close and are only able to operate online. Education sectors are not an exception. From pre-elementary school to higher institutions, all levels of educations are affected. Corresponding to the issue, UiTM has taken the initiative to conduct Online-Distance Learning (ODL) and students still need to continue with the current semester. In this situation, students and lecturers are both experiencing and struggling to adapt with the new style of learning and teaching. Truthfully, having to adhere to this online-based learning was not easy for me as well as for my acquaintances. However, I believed that with the cooperation and tolerances from every parties, we can complete the semester excellently.

Upon completing this New Product Development Blueprint Report, I would like to offer this endeavour to our God Almighty for the wisdom He bestowed upon us, the strength, good health and the peace of mind that has made me successfully brought this report into completion. Next, I would like to express my profound appreciation to my brilliant ENT600 lecturer, Madam Nabilah binti Abdul Shukur, for teaching and guiding us throughout the whole semester, alongside her effective way of sharing knowledge and efficient way of assigning us the continuous assessments. I would also like to express my endless gratitude towards my family for providing me conducive learning environment and for tolerating my study hours. Not to forget, my fellow classmates that have always been supportive of each other since day one. Last but not at all forgotten, I would like to thank everyone who directly or indirectly contributing and giving unconditional help and support to me. I would like to grab this opportunity to thank each and every one of them.

1.0 EXECUTIVE SUMMARY

Joje Travel Sdn Bhd is a company which sells travel and outdoor equipment and gears. One of the latest released products by Joje Travel Sdn Bhd is the GoEasy. GoEasy is a battery-operated toiletry bottle equipped with automated dispenser and multi-compartments. Although toiletry bottles are commonly produced and can easily be purchased anywhere, GoEasy on the other hand, is not an ordinary toiletry bottle that we can see in the current market. Our main aim of this product besides than enhancing its multifunctional use, is to ease the product usage, ensuring the best quality of the product and customers' experience while producing minimal and stylish design. Travelling with different separate toiletry bottles for each toiletry is undeniably space and time-consuming. These bottles also contribute to the extra weight of their bag. Due to that, after observing and doing some research, we have come out with GoEasy toiletry bottle to improve users' experience. With the increasing people's interest on activities like travelling, backpacking or hiking, products like GoEasy with various benefits are high in demand along with the design of the bottle which aimed to give a whole better travel experience for its users. We will be putting travellers/backpackers and students as our target customer as they are the people that are potentially be making use of this product the most. Additionally, we will be focusing on Shah Alam as our base market with a physical store located in Section 16, Shah Alam. The price of the product is at a reasonable and affordable point which is RM 14.50.



Figure 1 Company Logo