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**TECHNOLOGY ENTREPRENEURSHIP (ENT600)**

**“Raincoat Bag”**

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# Table of Contents

1. EXECUTIVE SUMMARY .....	3
2. PRODUCT DESCRIPTION.....	4
2.1. Details of the product .....	4
2.2. The application of product.....	4
2.3. Unique features of the product .....	5
2.4. The present state of development .....	6
2.5. Patent feature of the product .....	8
3. TECHNOLOGY DESCRIPTION.....	9
4. MARKET ANALYSIS AND STRATEGIES .....	12
4.1. Customers.....	12
4.2. Market size and trends.....	13
4.2.1. Size of current total market .....	13
4.2.2. Potential annual growth for three years of total market .....	14
4.2.3. Major factors affecting the market growth .....	15
4.3. COMPETITION .....	16
4.3.1. Strengths and weakness of competitors .....	16
4.3.2. Advantages and disadvantages of Raincoat Bag .....	16
4.4. ESTIMATED MARKET SHARE AND SALES.....	17
4.5. MARKETING STRATEGY .....	20
4.5.1. Overall marketing strategy .....	20
4.5.2. Product .....	20
4.5.3. Price .....	20
4.5.4. Promotion .....	21
4.5.5. Place .....	21
4.5.6. Service and warranty policy.....	22
4.5.7. Distribution.....	22
4.5.8. Advertising and promotion .....	23
4.5.9. Sales tactics .....	23
5. CONCLUSION.....	25

## 1. EXECUTIVE SUMMARY

All people will face raining season that occur every year and that is why many people need equipment to protect themselves from rain, such as poncho, raincoat and umbrella. When it comes to rain, they can also be sensitive to cold weather, especially for people who have to go through raining for a long journey. This is why many peoples have to face a various problem during raining as the weather changes on a daily basis cannot be predicted by anyone unless they watch the climate conditions predicted by meteorologists every morning in news or weather reports before they start their daily routine. In addition, there are still some people who sometimes forget to make an early preparation, such as always carrying an umbrella or poncho in their bag packs or handbags.

So, our company, The Carnation Sdn Bhd has provided a product that can solve the problems faced during the rainy season as mentioned above which is Raincoat Bag. Raincoat Bag that we created provided a various advantage and benefit to the users. Our target market is focusing on the all bag shop and umbrella shop at the urban area especially at Johor Bahru, Johor. This Raincoat Bag is very suitable for everyone, especially for motorcyclists and students. This product very suitable for them as the users can get an information about the weather condition as this product consist a bluetooth where it can be connecting to the weather application in mobile phone. This application also provides a reminder to the user in 1 hour to 2 hours before rain, so that the user can make an early preparation. Besides that, the product also can give a warm condition to the user. The other benefits are this product can also help the user who always forget to bring an umbrella and save the space inside bag pack. Although there are various advantages that our company has provided to the products, but the price of our Raincoat Bag is very reasonable and affordable. The price of the product is RM 150.00. The products we produce are also high quality, as we use high-quality materials and have been designed by professional and experienced teams to ensure our company's product quality and efficiency.

## **2. PRODUCT DESCRIPTION**

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

The products produced by our company, The Carnation Sdn Bhd is Raincoat Bag that is relatively new product to the market. The product we produce is called as Raincoat Bag as our company provided a new technological product where the raincoat is attached and placed at the back of back pack which can reduced the space in the bag. This product also has a various performance and unique design. Raincoat Bag is also very lightweight, making it convenient for users to bring and use the product all over the place. Even though the function of this product is same as other existing products where it can protect users from rain, but this product is different from the other existing products in the market as it can provide a various benefit to the users. Some of the benefits are it provides the warmth to the users and the product has a large bag capacity where the users can fill a various item inside the bag. In addition, our Raincoat Bag are also made from a high-quality, waterproof fabric. Therefore, the users do not have to worry about using our products during rainy season. It is also available in five colors which are light blue, black, brown, grey and peach. So, our Raincoat Bag produces can solve many problems faced by people during rainy season.

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

The key point that make Raincoat Bag different from any other existing products on the market is its design and the way of usage. Unlike other products where users have to get a raincoat and bag separately, our company has produced a product where the raincoat has already been attached to the bag pack. So, this Raincoat Bag function when the bluetooth device on the product is connected to the bluetooth device on the smartphone and the weather application for users to get a reminder 1 hour to 2 hours before rains to make an early preparation. Users can make an early preparation by taking out and using a raincoat that was placed in the pocket on the back of bag pack. When the rains come and the users have used the raincoat, the rain will hit the rain board sensor that was put on the bag and will turn on the heater in the raincoat automatically. Users can also feel comfortable with the warmth provided, since the temperature of the heater will automatic adjusted by the temperature sensor according to the environment temperature. When the rain stops falling and the rain board sensor

is dry, the heater will stop working and turn off itself. So, users can fold the raincoat and place it back in the pocket on the back of bag pack.

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

#### **● Connect to the weather application**

Raincoat Bag has a bluetooth device where it can connect to the bluetooth device on smartphone and the weather application of the user. This is because, when the bluetooth device is connected, users can receive a reminder 1 hour to 2 hours before rain. So, when users get this reminder, they can make an early preparation to face the rain before they start a trip or do something.

#### **● Provide warmth**

The Raincoat Bag also has heaters on the raincoat designed to provide the user with warmth. So, users will always feel comfortable and they do not feel cold in rain.

#### **● Good quality of product**

Raincoat Bag is made from high quality materials. The product also has been designed by professional and experienced teams to ensure the product quality and efficiency Therefore, users do not have to worry about using the product during rainy season.

#### **● 2 in 1 product**

Raincoat Bag is a combination of raincoat and bag pack. So, the problem of users who often forget to provide an umbrella or raincoat on their motorcycles or bags can be solved.

#### **● Reduce the space**

Since the Raincoat in this product has its own pocket on the back of the bag pack, the space inside the bag can be reduced and users can put other items in the bag.