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**Universiti Teknologi Mara, Cawangan Negeri
Sembilan, Kampus Kuala Pilah**

BLUEPRINT REPORT
EzPeasy Thermos Water Bottle
ENT600

Faculty : Faculty of Applied Science
Name : Nur Iffah Fitri Binti Idelfitri
Student ID : 2019528013
Group : AS222 3A1
Date submission : 17th July 2020
Prepared for : Madam Nabilah Abdul Shukur

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1.0 Executive Summary

Rise and Shine Sdn Bhd is introducing a new product to the customers with the name “EzPeasy” which is thermos water bottle with rotary compartment. Our company come out with this product because thermos water bottle one of the products that fulfil needs and wants in our daily life. “EzPeasy” is a unique bottle and customer friendly new invention that has been produced by our company that will be a new trend to everybody. Nowadays, there are a lot of people that miss out their breakfast especially busy person such as workers, students and also mothers. All of them did not get their proper meal because they always focus on work than health. Everyone knows breakfast is the important meal in our daily life. So with this new product, all busy people will have a pleasure breakfast or teatime anyhow anywhere. “EzPeasy” will help workers to have their breakfast on the road even though need to face traffic jam every day, all workers will get their convenient breakfast or teatime with their selected drinks on them and just drink it. Next for this product also suitable for students, because huge number of students that miss out their breakfast especially. This product helps them for having a breakfast while in class or anywhere. This product also will be needs for student when they stay up late for examination or study, because students always have an issue to get hot water during night. This thermos water bottle functions simply with help of the solar energy to make the water stay in hot condition so it will not be any issue for students or mothers that need hot water for uses. There will have a variety of design and colours according to customers demand. In extra this thermos water bottle will attached with rotary compartment that provide convenient for customer. We will introduce this technology to public, in order to reduce electrical usage in domestic daily due to the global warming nowadays. This “EzPeasy” has functions and advantages not found in today’s common thermos water bottle, thus providing a competitive advantage over more established competitors. Overall marketing strategy will be included specific marketing philosophy and strategy of the company, the value chain and the channel of distribution if the target market. Firstly, our target markets will be focusing on shop especially in Cheras area and thru our website. Our main target group of customer that would buy our products is mothers, office worker and finally will be students. The price of this product is RM 186.00 it is affordable and reasonable. The target production of our company for the following year is RM 180,000.00. The management team of our company are divide into several section and each section were led by experienced and professional employee to ensure our company’s product quality and efficiency.

2.0 Product Description

2.1 Details of the product

Nowadays our Earth having global warming issue that effects all living things. So our company has come up with this idea in order to reduce this issue by reducing electrical usage in daily life. By taking the advantages toward this situation, the EzPeasy thermos water bottle has been invented with special features.

This EzPeasy thermos water bottle consist of copper stainless steel, solar plate, LED temperature indicator, PETE rotary compartment and rubber grip. First of all, the EzPeasy thermos water bottle is made of copper stainless steel. As we can see, usually thermos water bottle will made of aluminium stainless steel, but we choose copper instead of aluminium because copper has higher thermal conductivity than aluminium. Copper is 223 BTU/(hr.ft.°F) while aluminium is 118 BTU/(hr.ft.°F). Copper is an excellent conductor of heat, it is good for heat exchangers. The reason we did not choose plain steel because steel is a poor conductor of heat. Steel more suitable for high temperature environment such as airplanes engines. Copper is a popular choice for heat exchangers in industrial facilities. Its high thermal conductivity allows heat to pass through quickly. More interesting, copper is made up with natural antimicrobial properties that repel 99.9% bacterial within 2 hours of exposure. So it is good for our health.

Next, this thermos water bottle will cover up with double layer wall in it. The copper stainless steel will cover up with solar plate. Solar plate as the main materials for our product to perform well. Solar plate will provide thermal heat in the water so the water heat will last long. Solar water heaters are a cost-effective way to heat water in which copper stainless steel is used to transfer the solar thermal energy to the water. As we known, solar energy is a truly renewable energy source, so when we use solar energy instead of electricity energy, our electricity bills will be reduce. The most interactive about the solar plate, it such a low maintenance cost and it offers 20 to 25 years warranty.

Moreover, thermos water bottle consist of LED temperature indicator. This is one of the advantage in our product because, LED temperature indicator will show the current temperature of the water. We need this kind of feature because to aware the temperature of the water. LED temperature indicator also prevent any bad incident that might be happen to our customer especially to the mothers that have kids. Prevention is better than cure.

In addition our product come with the rotary compartment. We choose PETE plastic type for our rotary compartment because the type of plastic is suitable for beverage, food and other liquid. PETE plastic is very lightweight and strong impact-resistance. This compartment give convenience for customers who always bring plastic or Tupperware separately to put their tea sachet, coffee sachet or baby's milk powder. They can put all the things that they need into the rotary compartment. Function of the compartment will save space and also practically take care of the environment. The uniqueness of the rotary compartment, it can be separated from the thermos, because sometimes on that day, you not needed the compartment, so you just separate it and the thermos does not affect anything and the compartment also is create with flip lid, this type of lid will more faster when customer need to pour anything in the thermos, no need to find spoon to scope it.

Lastly, another uniqueness of the EzPeasy thermos water bottle apart LED temperature indicator, is rubber grip. The outer thermos will have rubber around bottle to enhance grip of consumer for their convenient. We choose the rubber that made up from silicone. Silicone is the most popular rubber used for grip and handle, because it has excellent property of heat insulated and anti-slip. This rubber grip is one of the safety and welfare from our company to customers.

This EzPeasy thermos water bottle help people with the design which very simple and productive to bring it anywhere. In addition, this thermos water bottle comes with the compatible size where you can easy to carry it anywhere and anytime you want. On top of that, I comes with variety of colours according to the customer demands.