



اَوْنِيُوْسِيْتِي تِيْكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT600

BLUEPRINT REPORT

NAME: NURUL HIDAYAH BINTI MOHD KAMAL

STUDENT ID: 2019542561

GROUP: AS2223A1

LECTRURE'S NAME: NABILAH BINTI ABD SYUKUR

SUBMISSION DATE: 17 JULAI 2020

TABLE OF CONTENT

NO.	CONTENTS	PAGE NUMBER
1.	Executive Summary	1
2.	Product Description	2-5
3.	Technology Description	6-7
4.	Market Analysis and Strategies	8-19
5.	Conclusion	20

1.0 EXECUTIVE SUMMARY

Alpha Clique Sdn. Bhd. is introducing a new product to the customers which is a towel UV sterilizer with an air purifier known as Smartlux. Nowadays, as many people have lived with a cramped and airless bathroom, thus it will lead to several problems; towels have been used not dry properly and gradually begin to smell. Besides, dust may be attached to the towel which could lead to an allergic reaction. Therefore, the Smartlux can solve these problems without delaying their work. The product will help people with busy lifestyles optimize their time management. So, more work can be done faster. The target market of the product mainly focused in urban areas in Shah Alam. Our main target customer is facility services which need to provide a large amount of towels for their customers. However, they need a short time to dry the towels. Examples of facilities are recreational centers, higher-class hotels, resorts, salons, and fitness centers. Other than that, upscale families are another target market suitable for them who highly value their personal hygiene. The last target market is allergy or asthmatics sufferers. This product will reduce their respiratory problem as it can improve air quality as well as remove the allergen from the air. This product will ease and optimize their time management for people that are busy and have limited time to do household chores. Besides, this product also helps to reduce the usage of electricity and minimize the usage of non-renewable resources. The selling price of the product to sell at the market is RM 382.85.

2.0 PRODUCT DESCRIPTION

2.1 Details of the product

Smartlux from Alpha Clique Sdn. Bhd. is a product of a hanger towel that features UV sterilizer and air purifier which relatively new to the market. Although there are many products that have similar features in their hanger towel, Smartlux is a different kind of product. It has additional features which is an air purifier that makes this product different from others. Smartlux is convenient for people who have a busy lifestyle, so it can optimize their time management. This product can destroy the molecular bonds of microorganisms DNA which highly effective to kill the bacteria and viruses. Besides, it can remove the allergen from the air as well as attached to the towel therefore the air quality will be improved. Smartlux mainly targets on facility services such as recreational centers, higher-class hotels, and resorts, salons, and fitness centers. Another target for our product is upscale families and allergy or asthmatics sufferers. Smartlux weights around 1 kg to 2 kg. It can fill several towels at one time. The materials used for this product also in high quality so the customers will satisfy with the performance of the product. Smartlux is made up of stainless steel hanger towel in which the material is widely used, cost-effective, smooth surface, and also has a good perception. The textures are hard, durable, not rust easily, corrosion-resistance, and most importantly widely favoured by users.

2.2 The application of product

When consumers turn on the switch, the micro-turbine starts to generate heat, and the hot air flows directly to the towels for the drying process. Next, UV light will sterilize from above the towels to kill the microorganisms at the wavelength of 200 nm to 280 nm. At the same time, the air purifier will be brought in dirty air through the fan. Then, the air will pass through the filter and remove the impurities in the air using High Efficiency Particulate Air (HEPA) filter. After the air is filtered, the fan will distribute the clean air back into the room. The process only takes short amount of time within 3 to 5 minutes. Also, this air purifier includes ionizers that release negatively charged ions that attached to pollen while positively charge impurities will be trapped in the filter as it forms larger particles. Lastly, the towel will keep fresh and most importantly free from allergens.

2.3 Unique features of the product

- **Shorten time required**

Smartlux required a short time to dry & disinfect the towel to help users with a busy lifestyle to save their time. It only takes 3 to 5 minutes to complete the process. They no need to wash the towels using the washing machine as the towels will keep clean using Smartlux.

- **Reduce energy consumption**

Instead of using a dryer to dry the towels, Smartlux can dry & disinfect the towels. Therefore, it will minimize the usage of water resources. This can save the usage of water from being excessively used such as in the washing machine.

- **Multifunction**

Smartlux allows users not only to dry the towels & disinfect them but it also can filter the air. So, there are many fewer particles in the air and attached to the towels. This definitely will filter the tiny dust particles and eradicate the allergens. It also can help to improve air quality which beneficial to allergy sufferers and asthmatics.

- **Two things at a time**

Smartlux can do two things at a time which are drying and filtering. These functions surely will help people save and manage their time who did not have time to wash their towels regularly.