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“STEPBACK GERM”

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1.0 Executive summary

1.1 Description of the business and product concept

The iNSPIRE is the company that has released a lot of creative and unique products that aim to always give the best products to the customers. This time, our company has successfully released a product named "STEPBACK GERM" that we have produced exclusively to combat germ including bacteria and virus especially in this pandemic era. In addition, our company aim to constantly create new value to produced and invest product to ease our customer.

The iNSPIRE is currently planning to larger manufacturing facility in Seremban, Negeri Sembilan and eventually outsource all shipping, packaging and storage to the fulfilment centre in year 2 of operation. The iNSPIRE product is mainly focused on the product that will give ease, convenience and satisfactory to the customer. We have our own designers that has degree in design and technology, and we will seek advisor for our product safety to ensure the safety of our customer.

We can expect a lot of advantages because our product is quite unique considering the different feature it serves. Most feature of the hand sanitizer holder in the market nowadays has only either hang on the bag or attach it statically on wall. None of these products has the guaranteed in totally free from germ since consumer either need to open the cap of the hand sanitizer bottle or push the compressor by themselves. We are hundred percent sure that consumer of "STEPBACK GERM" can worry free from any kind of germs cause their hand are not directly touch the hand sanitizer bottle but only push the pedal with their foot. This is our unique and special feature that we can serve specially to the consumer.

2.0 Product description

In December 2019, people all over the world were shocked by the news of novel coronavirus identified in China. In matter of time, thousands of cases have been identified inside and outside of China proving that this virus are spreading by human to human transmission. This coronavirus or COVID-19 has spread to at least 177 countries, killing more than 406,000 and sickening more than seven million in a matter of months. The World Health Organization (WHO) has declared the situation a pandemic. On the other side, COVID-19 outbreak has influenced the demand for hand sanitizer for sanitizing solutions along with preventive recommendations by WHO. In fact, the average market demand for hand sanitizer across the globe is likely to witness a phenomenal rise of over 600% during 2020. By taking the advantages toward this situation, the “STEPBACK GERM” has been invented with special features. STEPBACK GERM is a hand sanitizer holder that allow user to use touch-free hand sanitizer without need to worry about the germ that has spread on the bottle cap or dispenser. User just need to step on the pedal and the dispenser will automatically pushed down to allow the liquid to flow out. Our product is the first invented in the world designed by our product designer. The other hand sanitizer holder on the market has only either hang it on the bag or attach it statically on wall. But our product will serve the different feature to the user. The “STEPBACK GERM” also come with adjustable high to allow user with different age to use it conveniently.

3.0 Technology description

The STEPBACK GERM is a device that allow hand sanitizer user to have worry free when they use it. STEPBACK GERM is convenience as it does not need power supplier or batteries user can use it manually. STEPBACK GERM consist of sanitizer bottle holder with compressor on top of pump dispenser linked with a strong pedal to allow user step on it without worry of breaking it. A non-skid base has rubber pads that are gentle on floors and keep it steady and prevent it from falling. The compressor will push down the pump dispenser when user step on the pedal. This feature will maintain the hygiene of both user hand and the dispenser. It comes with adjustable height to serve for different age of user for convenience use. Our STEPBACK GERM is easy to install and light so that user can move it everywhere. It can be placed at indoor and outdoor because it is made from high-quality of plastic polymer body with stainless steel stand. STEPBACK GERM is easy to use. User only need to place their hand sanitizer bottle in the holder and it is ready to use.

4.0 Market research and analysis.

4.1 Customers

STEPBACK GERM can be marketable for personnel use and also for companies such as houses, companies, hospitals and universities. Since our product is light and easy to carry around, our customer can place it anywhere they want and move it around conveniently. The major buyers are expected to be the authority or organization that will purchase in bulk for the organization building and public places. Since 2020 is the year of the pandemic era but people must carry on with their life, this product will give a lot of benefit to human. This product is easily reached and receptive because we sell this product online and also wholesale through manufacturer's representative. For those customers want to get this product, they can order through our official website or they can get it directly from our company. We were focusing on launching our product in all retail in Seremban.