



اَوْتُوْرْسِيْتِي تِي كُوْلُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## PARAPLUIE

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**Submitted to:**  
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## **ACKNOWLEDGEMENTS**

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I also would like to take this opportunity to express gratitude to all of my classmates for their kind cooperation and never-ending support, ideas and comments on my project in order how to improve it. I hope that all of our effort will be given a lot of benefits to us in the future.

Last but not least, thank you to everyone who is involved direct or indirect that may contribute to this project by giving their support and attention so that this project can be done within the time given. Thank you

## **1.0 EXECUTIVE SUMMARY**

### **1.1 BRIEF DESCRIPTION OF THE BUSINESS AND PRODUCT CONCEPTS**

Elle Cooperation produces a product which is called Parapluie. Parapluie is an umbrella which consist of additional features such as 3 wings solar fan, LED lights, switch button and USB port.

### **1.2 THE TARGET MARKET AND PROJECTION**

The target market for this product is within the age 18-55. So mostly teenagers and adults. This product was sold in all 14 states of Malaysia due to the climate being hot and humid.

### **1.3 THE COMPETITIVE ADVANTAGES**

To produce Parapluie, the company faced many challenges as in competitors. The competitors are Quanzhou Yixin Commerce & Trade Co., Ltd. and Shenzhen Moleey Umbrella Co., Ltd. Most of the competitor have their own advantages and ways to attract customer into buying their product.

### **1.4 THE PROFITABILITY**

Profit that was taken from selling our product is 45%

### **1.5 THE MANAGEMENT TEAM**

Elle Cooperation is handled by 5 members. Which is as below:

<b>Key Management Roles</b>	<b>Name</b>
Chief Executive Officer	Hazwanie Iliana Binti Hairul Hisham
Administrative Manager	Muhammad Irfan Bin Jaafar
Financial Manager	Khairunnisa Binti Muaz
Marketing Manager	Aliya Nasuha Binti Johari
Operation Manager	Iskandar Sani Bin Muhd Ismail

## **2.0 PRODUCT OF SERVICE DESCRIPTION**

### **2.1 PRODUCT DESCRIPTION**

The product that we produced is called Parapluie which is an umbrella that is modified to a better model for the usage of community in hotter region. This product is being produced by Elle Cooperation. The fabric used in this umbrella is that the canopy is a nylon taffeta rated at 190T (190 threads per inch), with an acrylic coating on the underside. This product consists of additional features to help cool down human body temperature which is solar fan, USB port and also LED light.

### **2.2 APPLICATION OF THE PRODUCT**

#### **2.2.1 PRIMARY USE**

The main usage of this product is to use as shade against the sun or can even use to protect ourselves from the rain.

#### **2.2.2 SECONDARY USE**

The additional use of this product that our company added is the solar fan. The fan can be used to cold down our body. There is also an USB port on the handle of umbrella. It can be used to charge our devices by using solar energy that is generated. There is also several LED light on the outer of the umbrella that can be used when it's dark.

### **2.3 UNIQUE FEATURES, SIGNIFICANT VALUE, DIFFERENCES AND OFFER**

This umbrella is equipped with additional feature which is a solar fan. These features make the product different from the other conventional umbrella. This kind of umbrella is convenient for students who walk to classes in the noon especially. When it's too hot, the fan can help to cold them down so students will feel more comfortable going to classes. USB port on the handle is very convenient, as these days technology devices never can be apart with us. So, if our battery is running low all we need to do is just charge our phone there without the need to bring any power bank. Another feature is LED light on outer of the umbrella. Solar energy that have been collected is reserved and can be used to light up the LED light on outer layer of umbrella.