



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **BMC REPORT**

### **EZ TOOLS COMPANY**

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**Group Name** : CS2496B  
**Name** : AZWA SUZAILIN BT AHMAD SUNAZNEEN (2017412696)

**Submitted to**

**PN. WAN MASNIEZA WAN MUSTAFA**

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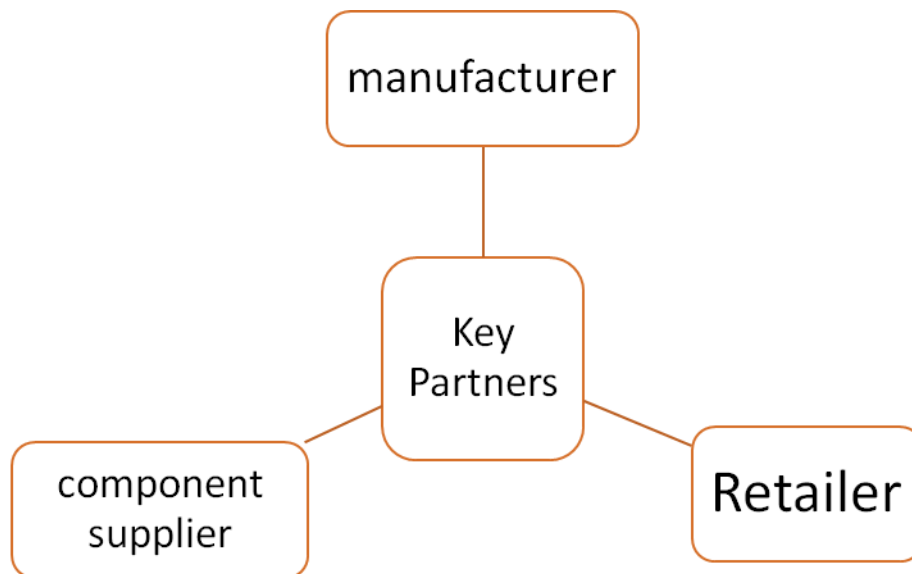
## **INTRODUCTION**

Ez Tools Company was established on 2019. Ez is a shortform from words 'easy' which means we wanted to ease people with our product development. So we had decided to invent a new product development called HandCond. HandCond is a combination of hand and cond from words 'aircond' which it suits with our objective which we wanted to create a product that can easily carried to anywhere and can ease people to use our product. The word 'cond' brings the meaning of aircond which we created a portable aircond in mini size and in hand size and can feels like an aircond which we called as HandCond.

Ez Tools Company has a unique features on its product. The first thing is their unique colour of their product. HandCond came out with a colour that does not exist in the market such as nude colour and pastel colour. We wanted to make our product different and become a trend in youth society. Other than that, HandCond are provided a packet of five of water capsule per purchase. Water capsule function is to make the product become a cold like an aircond so water capsule is a need when buying our product.

Lastly, we can fulfil consumer's concern in using a portable fan in the survey question. By creating a new product development, we managed to fulfil their needs which they wanted a product that can cool down their body during hot weather. They also wanted a product that be easily carried to anywhere they go and easy to grab at any store. So in Ez Tools Company, consumer's concern is matter to us. Just like our trademark 'HandCond where everyone can buy' because our product's price is very affordable for everyone to buy regardless their status and age.

## KEY PARTNER

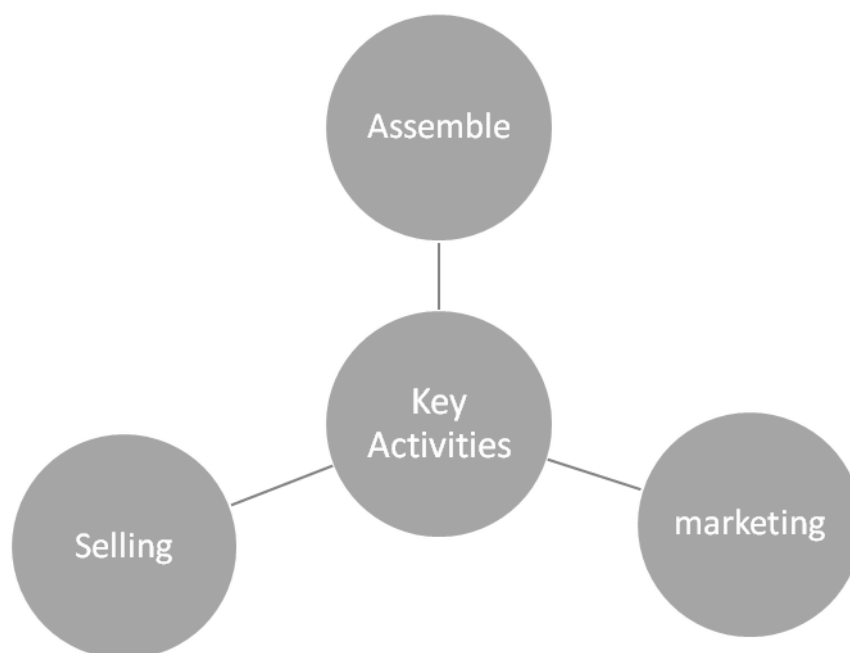


For key partner, our partner for Ez Tools Company is of course our manufacturer where all of our product was manufacture at our factory in Klang. Our product was manufacture and assemble in Klang. Meanwhile, for our components in a HandCond's body, we purchased it from our component supplier. So everything inside the HandCond's body, we got it from our own supplier especially the thermo cooler and water capsule. After we got all the component for our product, we send it to our factory to be assemble and manufacture and from there we send it our product to our own shop and other retail shop. So our next key partner is retailer. Besides our own shop, retailer also played an important role in selling our product. It is one of our ways to gain a profit which is by placing our product in a retail shop all over place especially in Kuala Lumpur and Selangor.

## KEY ACTIVITIES

In this section, we are going to discuss about our company's key activities. This key activities can be defined as the strategic activities that are being done by a company in order to deliver the value offered in their products.

Below is the key activities related to our new product development;



Ez Tools Company has their own management that manage all the product's activities which including from the build product itself until the product becomes sold out. So our key activities for HandCond is we assemble the detail of the product at our factory. Then we sell our product at our own retail. We also place our at different retail such as in mall, kiosk and many more. Besides, we also place our product at convenient store. This has been decided after consider consumer's concern on the survey. It will be more convenient for consumer to buy our product during hot day such as 7eleven, enews shop and many more. They can just grab it and go. There is no need to enter the mall or go to our shop to find our product.