



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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MARA

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ENT 600: TECHNOLOGY ENTREPRENEURSHIP

“EZ-UMBERBIKE”

PREPARED FOR:

MADAM NUR SYAHIRA BT ABD LATIF

PREPARED BY:

NURSHAHIRA BINTI RUSLAN

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1.0 EXECUTIVE SUMMARY

Rainy day becomes a problem for some people especially the one who use a bicycle as a main transport. So, our EZ-UMBERBIKE will helps them to overcome this problem as it can fully protect the users body, easy to be install and affordable. It also comes with side mirror for safety features. The various colour and pattern of EZ-UMBERBIKE will make it suitable for many people; either young or old man. This bike umbrella comes with special features like sturdy, windproof, waterproof, safety and anti-theft features as it is created using double canopy design for wind protection, 3 digit password padlock for anti-theft features and high quality materials for long lasting effect.

The double canopy technology are applied to this bike umbrella to prevent the accumulation of pressure at the supporting structure and thus to prevent the damage of this structure by a strong wind. A special anti-theft features that created by applying the 3 digit password padlock for both umbrella stand and side mirror will becomes a special features that cannot be found at other bike umbrella. EZ-UMBERBIKE are made up of high quality polyester pongee fabric, sturdy tempered spring rod, light-weight aluminium stretcher, sturdy umbrella stand and small side mirror with 3 digit padlock. We will introduce our bike umbrella to the public and will make it trending in Malaysia so that we can increase our market size in future.

The EZ-UMBERBIKE has features and functions that cannot be found in current's bike umbrella, thus, it will provide a competitive advantages over the other recognised competitors.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 DETAILS OF THE PRODUCT

Rainy day is the best moment ever for most people. Most of them love to enjoy this moment by staying at the window to watch and enjoy the pleasant smell of the rain. However, rainy day can also become a nightmare for bikers. Using a traditional umbrella is not a best solution. It is difficult for bikers to use common umbrella during rainy day as it is hard to hold by one hand while another hand has to hold the handle. This can cause an accident too. When it's rainy, they have to choose either using another vehicle or waiting for the rain to stop itself. In order to solve this problem, EZ-UMBERBIKE was created.

EZ-UMBERBIKE is a hand-free umbrella that specially created for bicycle. It comes with holder, umbrella and mini side mirrors. The holder is made up of sturdy stainless steel and plastic. Its function is to hold an umbrella. The holder can be tighten or loosen by locking or unlocking the padlock. Next, the umbrella are made up of sturdy tempered steel and invented in a wider size to give it a better body coverage during rainy day. This umbrella can be open and close like a traditional umbrella. Lastly, the mini side mirrors are functions for safety feature. It comes in a small size and can be attached and removed from the bicycle handle. With this item, cyclists no longer need to look back whenever they want to change direction or cross the road.

2.2 THE APPLICATIONS OF THE PRODUCT

2.2.1 EZ-UMBERBIKE

EZ-UMBERBIKE is a special hand-free umbrella with waterproof, windproof and simple features which very convenient for all bicycles. It is used during a rainy day and also during a hot day as it has a waterproof and UV light protection features. It can be used by attaching the umbrella holder at the steel located below the bicycle handler. Then, clip the umbrella rod to the holder. Lastly, open the umbrella. It will cover the area from handler to the seat which will prevent people from getting wet. Besides, it also helps to prevent people from getting a sunburn while cycling under a hot day. It is really essential for the one who care much about their skin appearance and to avoid skin cancer especially women.

2.2.2 MINI SIDE MIRROR

Mini side mirror is very essential for cyclist to ensure their safety. Cyclists usually will look back to see the vehicles before crossing the road or changing the directions. This action potentially dangerous to them as it will disrupt their body balance and might cause accident either falling or hitting the front objects. So, by placing this mini side mirror at both right and left of the handler, it will easier for them as they does not need to look back anymore. Besides, this product also can be rotated for 360⁰ so that people can adjust the position of the mirror to meet their standard. Not only for safety, can people also use it as a common mirror to reflect their body image especially face and hair so that they can adjust their look easily after a long exposure to the wind during cycling.