



## **CHILDREN CAR SEAT**

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## 1.0 EXECUTIVE SUMMARY

Nowadays, the number of car road accident has significantly increased and thus this also cause an increasing number of children death. To reduce this number, our company has produce a protective and comfortable children car seat with the name NIÑAS & NIÑOS. The main function of this product is to provide safety to our children. The components that people can found in our car seat is light loud alarm, cooling fan, heating pad and also music compartments. All of this component have its own unique function to provide safety and also give cosiness to our little one. Moreover, our product is made of with a good materials such as polypropylene plastic and foam, polyester fabric and vinyls, rechargeable cooling fan and light alarm with LDR.

In this product, our target market is mainly for children and also married people with children. This is because, as had been stated before this product is mainly create for the children. Due to its affordable price, this product will be sell to B40 and M40 people. Our estimation for our revenue in 3 years for this product is around RM2,055,748.86.

There are so many children car seat with a well-known brand and uniqueness. However, our product has its own strength to compete with other famous brands. Some of our strength is our product is not for a new born only but we create this product for children up to 6 years old. Furthermore, it also affordable, lightweight and provide too much cosiness to the children.

For the profitability, we will sell our product using E-Marketing which are through instagram and facebook. Moreover, we will use a media network to advertise our product. Through this methods, it will help us to achieve our target profit.

Lastly, to make the flow of our company smooth, we have create a capable management team to help in making a perfect car seat. The management team include the Chief Executive Officer (CEO), Marketing Manager, Production Manager, Sales Manager, Human Resources Manager and Financial Manager. All of this position have its own responsibilities to ensure that this product is perfectly create.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

### **2.1 DETAILS OF THE PRODUCT**

The product that will be produced is NIÑAS & NIÑOS which is a children car seat that is being modified to a more excellent invention for children. This car seat is made up of polypropylene which is a tough plastic that flexes under pressure and does not easily crack the way some other plastics do. Several other smaller components like buckle latch plates, harness adjusters, locking clips, and the buckles themselves are usually made by specialty manufacturers to give extra safety to the children. For the safety seat covers and harnesses, fabrics and vinyl are used. Both covers and harnesses is able to withstand flammability tests and they are also washable. Moreover, the seats are padded with foam and functions as flame resistance and energy absorption. Instructions are also being prepared when using this car seat.

### **2.2 THE APPLICATION OF THE PRODUCTS**

#### **2.2.1 PRIMARY APPLICATION**

Our main motto is to provide and ensure a safety for our little one. So the primary application in this product is its safety features. This car seat is made up from polypropylene. The properties of polypropylene is it is chemical resistance, elasticity and toughness. So this will protect our children if we face with accident. Furthermore, the product is specifically for children within age 1 to 6 years old. This product also provided with other important safety features such as a loud alarm that is connected at the side of the car seat. This alarm will be function to notify the parents or adults when the children are in a danger situation. For examples when they are accidentally choking when drink milk or eat something, when they fall due to the unbuckle seat belt and many else.

#### **2.2.2 SECONDARY FUNCTION**

For its secondary application, this product has a cooling and warmer feature which is when the children are too cold inside the car, the parents can put a heating pad inside the seat to warm up the children. As it is a carrier car seat, the parents can also carry this when they are outside. If the temperature outside is too hot and the children cannot tolerate with the hot temperature, the parents can easily switch on the cooling fan which is located under the car seat. We also provide a music compartment with a relaxation and comfortable music in this car seat. The adults or parents can easily switch on the music button beside the seat. We make sure that we provide a low frequency for the music that is suitable for the children hearing range.

### 2.3 UNIQUE FEATURES, SIGNIFICANT VALUE, DIFFERENCE AND OFFER

This car seat is equipped with some safety features such as alarm and cooling and warmer feature that can be used to alarm the parents and give comfort to the children. These two features make the product differ from the other ordinary car seat. Furthermore, it has high comfortable value that will make the parents think to get this car seat for their children. What I could offer is this product will be a very protected and comfortable seat for the children because it have a defensive and relaxation mechanism especially when we are in a long journey. This car seat comes in four different colour which are black, brown, blue and grey. Customers can choose between these three colours for their children. Plus, this product also have a special equipment which is it is provided with relaxation music and act as a lullaby for the children. The parents can switch on the music to make their children fall sleep or when they are in a grumpy mood.

### 2.4 COST AND PRODUCT PATTERN

