



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا
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SUPER FANCY COMPANY: FANCY REMOTE

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1.0 EXECUTIVE SUMMARY

At present, the rising of the problems can be solved through the invention of the new product. The launching of our products is due to the problems that have been analysed such as having problems with internet connections to use the printers which can bring burdens towards them. The new product to be launch has undergone several processes such as analyse the product. Then, it proceeded to design the products and features including technology used for product development. The prototype is designed and created based on design and development. The target market has been analysed for three years and fortunately, it gives good results. This may be due to the functions of our product that cannot be found in our competitors, which means that our product has more competitive advantages from our competitors. As our sales keep going increased year by year, the profit also increased. Lots of techniques and strategies were used to make the new product being accepted to the community including promotion strategy. Since this need lots of help, the management team has been assigned to their tasks and responsibilities.

1.1 PROBLEM STATEMENT

Nowadays, the burden on students and workers is enormous. Various tasks should be done by them and should be completed within the time provided. Customers who own printer for printing find the process to print is time-consuming and error-prone to connect the wire from the printer into the laptop and need to connect the wire from printer to the plug. Since there are customers who are picky about time, it does not meet their needs and wants. For the students to submit their assignment, they must first print the items before handing it over to whomever they wish.

There is already a print machine that can be used without wires out there, but it requires an internet connection to work. Undoubtedly, in today's age of globalization, with the internet, everything is at your fingertips. There are complaints from customers who use the wireless printing machines say they need to print their work, but due to unstable internet, they are unable to complete their tasks immediately. Some customers are unable to access the internet because

of their location, making the printing process unsettle. This can put pressure on them. If this issue is overlooked, it can cause big problems.

Besides, if we look at the existing remote, it is lack of product differentiation. Therefore, it does not meet the customer needs and wants. The pattern of the design is almost identical. Most remotes out there are limited in color like black and white and have almost identical remote-control buttons. The products frequently end up in frustration because it is not absolutely innovative in the market and it is easily imitable. As a consumer, they prefer products that have unique and interesting designs that are different from others.

Smartphones became more prominent and mp3 players started to phase out. It cannot be denied that with smartphones, it has saved thousands of music. It also lets the users stream high-quality music with a high level of customization. However, listening to music through smartphones can make you socially isolated from the real world as phones can be addictive which can make people spending too much time on them. With mobile phones creating a way of real-time communication, the feeling of making calls, texts, or even video calls while working is distracting. This can lead to not being able to complete their work especially students and workers.

Many businesses trying to convince that their products are the least expensive hoping to drive up sales. Consumers want to purchase products that will make them feel that they are getting their money worth. Customers do not want to buy from sellers who they believe to have less value. Most customers want to purchase the product that is known for its quality, rather than just being the cheapest on the market. Therefore, lots of products out there do not meet the specifications required by the customers.

1.2 OBJECTIVES

FANCY remote control equipped with music players will be introduced to the users of the printer as well as people out there who love music as entertainment. One of the objectives of this product development is to ease the customer's problem regarding the ability to use the printer in their daily life. Customers need something that makes their work enjoyable as they may need to print in a short period. As everyone chooses to live a fun and stress-free life, the fancy remote has been introduced to meet the needs of the public. With this remote, customers do not have to worry about running to printers because it can work remotely. They can use the printer without the need for the internet and other devices such as a laptop to connect with the printer.

Apart from that, the product to be introduced comes with a new and attractive design, which can differentiate itself from other products out there as well as can provide the satisfaction of the user. Any organization that seeks to compete with new products should focus on hints based on customer's preferences. At this point, we have unveiled a new remote design that will appeal to the public.

Furthermore, FANCY remote will be launched to create and grow an outstanding product for the better future of our company. Our product offers enhanced features including file transfer, sound, texts and videos. This new product is also a 2-in-1 product that combines the remote which can control printer by using infrared (IR) light and mp4. The fact that FANCY remote has multiple functions in one device is one of the many demands.

Other than that, with the quality offered by our products, the prices offered are very reasonable. Our company is very concerned with our quality product. Therefore, customers can grab our product as it is valuable. Its market price is RM 25. The materials of the product are from a high-quality raw material such as magnetic black stone as buttons. As this is a new product that has many attractions, it enables our company to achieve technological advancement.