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**BLUEPRINT REPORT:  
WINGARDIUM LEVIOSA  
WAND**

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## **1. Introduction**

Wingardium Leviosa wand is a magical wand which is a new product idea which create from a common problem that society having to deal in their daily life nowadays. This report will provide a detailed road map on how to convert the ideas and vision into real, functioning, profitable and viable product.

### **1.1 Objectives**

Today, the world is grappling with an invisible, deadly enemy, which can kill human being in just a blink of eyes. The existence of shocking smallest creature in universe which is coronavirus (Covid-19) has electrifying the worldwide. As the coronavirus pandemic has stretched around the world, it time to contribute our sweat, tears and blood to produce products that is useful to be use in this critical time.

Wingardium Leviosa Wand is a unique product that made up of aluminium which is known to be one of eco- friendly materials. This product is focusing on giving communities a fresh, new, healthy and a better life by protecting people from harmful, dangerous and an invisible creature such as bacteria and viruses. Other than that, this wand also acts as strong shield to the consumer, that no single microorganisms able to pass through them.

Besides that, Wingardium Leviosa wand uses demographic segmentation and it can be used by most people of any age group. The demographic segmentation includes all variable such instance age, gender, lifestyle and income. Thus, this wand is highly influenced by age, gender and lifestyle due to the facts that this device will be positioned as hygiene product rather than beauty product. As for income, it also plays important role since it can influence the willingness of consumer to buy. This wand also targeting the housewives, students, single people and professional group such as army.

Specifically, for Wingardium Leviosa wand, it is considered as unique because there have been no companies that produce product that similar to this wand. This product is the first product in the world that has the power to sanitize both human being and things. As for the outer appearances, it is made up of aluminium. There are many reasons why aluminium is chosen. This is because aluminium is a very lightweight metal with a specific

weight of 2.7g/cm, around one third of that of steel. Thus, this reduces the cost of aluminium production. Again, its use in vehicles lowers dead weight and energy consumption while increasing load power. This also reduces noise and improves comfort. Wingardium Leviosa also used type AA batteries as sources of electrical power. This can help consumers to save electricity and energy. Advanced technologies involved in this product for instance bio-matrixes, UV ray, resistive, capacitive and surface acoustic wave, and lastly virtual verification. This wand can be freely used anywhere in the kitchen as it is made of its finest material.

Our company collaborated with Dettol, Pharmacy and Energizer Malaysia to promote our product to the consumers. Dettol will become supplier for our hand sanitizer while the pharmacy will become supply sanitizes gloves for us and the Energizer Malaysia will supply AA battery for us. Apart from that, we also promoting our product through variety of channel such as social media, newspaper, internet search, pay-per-click and magazine. Our company target is to makes customer supporting local product.

In this organization, the top management positions are led by Chief Executive Officer (CEO) and Chief Operating Officer (COO). Other main workers are operations manager, financial manager, marketing manager and administrative manager. Each of this office and manager has their own responsibilities in order to ensure the growth of the company. Operations manager is the leader for the operations and has overall responsibility for the financial success of the business. Marketing manager is a marketing manager that handles all aspects related to promoting and selling the product. As for financial manager, this is another key function. This individual is responsible for monthly income statements and balance sheets, collection of receivables, payroll and managing the cash.

Lastly, in aspect of financial feasibility, wingardium leviosa wand is average cheaper product because of its economic cost of production of aluminium. Besides, the element in use is recyclable infinitely and easy to be found in market. It is lighter than metal product and sturdy with high durability which is suitable for domestic uses. Wingardium Leviosa wand can be used for long time as long as the user taking care of it. Its market price is only RM200 for a set that includes hand sanitizer, sanitize gloves for 60 days and AAA battery, which is affordable for everyone. Wingardium Leviosa wand can be purchased or obtained in its own centre shop or other franchise.

## 1.2 Problem Statement

Nowadays, everyone in a city and town are consent with the presence of viruses, bacteria, and spores that could cause disease to them. These people wants to have a healthy and safe environment and keep them away from these germs. However, they does not know how to get that done and thus only keep letting them exposed to this dangerous and tiny germs. Recently, there are many company that produce products that can helps customer to minimize exposing themselves to germ such as Ultraviolet disinfection lamp household handheld portable germicidal. This wand can helps to kill bacteria everywhere but it does not give fully protection to the users as the hand of the users can be sanitize using the UVC lamp. This is considered as less useful to the users. From collecting all information and ideas, we have come with a new innovation that can helps users fully protecting themselves and their family.

The world is full of opportunities to meet the unmet needs by developing new products and services. The challenge, however, is to evaluate the service product which will help the company achieve its goals. This is because the product chosen by the company must be able to fulfill the overall objectives of the business, to achieve the company desired profit, to meet the strategic positioning objectives of the company and to comply with the operational requirement of the business. This means that every good idea of a product is not always visible. On the other hand, there are several problems can be detected throughout in making of this Wingardium Leviosa wand.

To begin with, **financing**. In order to start producing this product, pool of capital is needed. Experienced entrepreneurs do not have it easy when it comes to funding a new business, but they do have a few advantages over newcomers. They might have a pool of capital from a business they had previously sold or a steady stream of revenue they can use to fund a new business's cash flow. As a newcomer, there will be more disadvantages because they do not have capital to start with and thus it will be difficult to fund on their business's cash flow. Little pool of capital only bring more harm than benefit as it will be hard to perform their marketing strategy to promote the product.

Following on first statement, there will be a **problem in term of teambuilding**. This is especially hard for newcomers like us as we never run or managed a team before. The decision to pick the right team for a start-up is extremely hard and difficult as we need to consider the cost of the new partner to the business, their culture fit and how they will work

as part of the overall team. Choosing the wrong team will bring the business down the cliff thus destroying the planning to produce this product.

Next, **incorrect pricing**. Pricing is the hardest thing to do for startup. Some entrepreneur set price to their product too high and other too low. Price is a key part of the marketing strategy. It is the only revenue-generating element of the strategy and it is one of the things that directly fuel the perceived value of the presented product or services. A lot of startup believes that because they are new entrants to the market, they must setting price to their product too low in order to attract more attention from consumers. This strategy can be easily backfire. When we setting price to our product too low, the consumers might believe that it also lack in quality. Otherwise, how would it be sold for next to nothing while competing products are more expensive? Making something expensive in which has potentially overpriced for the product does not come without disadvantages either. This can lead consumer hesitant to buy the product.

Besides that, in aspect of the product itself, this Wingardium leviosa wand used touch screen in order to operate. Naturally, touch screen technology is rather delicate and can experience many issues. Common issues may make it difficult to use the touch screen, or they may prevent the touch screen from working at all. In this case, **Calibration problem**. Calibration is the system where touch screen operates by being able to detect which section of the screen is being touched, and they can figure out what action to take from there. A perfectly calibrated screen ensures that, if you touch a part of the screen, the pressure of the finger is recorded in the correct place. Occasionally, a touch screen may lose its calibration and may not be able to judge the input of the user correctly, which causing incorrect operation, or may have difficulty on sensing the touch of the user at all. This can be sporadic and requires a recalibration of the screen, which usually can be done at the shop center.

Wingardium Leviosa wand may also face with **fingerprint recognition problem**. This wand uses automatic recognition system. This wand will only switch on when the owner place their fingerprint at the switch on/off button. When the fingerprint recognition is success, then only they can use the product to sanitize their kitchen utensil and also use the hand sanitizer and “magical boo-boo” gloves. In-contrast, the wand would unable to detect the fingerprint if the fingers are too clean or too dry. This can be difficult for the wand to recognize. If owner use hand sanitizer or wash their hands just prior to using the fingerprint reader, it will never work because they failed to recognize the fingerprint.