



اَوْنَبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRODUCT:**  
SENPAI STYLO

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SUBMISSION DATE	: 21 <sup>st</sup> JULY 2020

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## 1.0 EXECUTIVE SUMMARY

PMA Sdn Bhd is offering a new innovative product to consumers, which is a two-in-one portable pen known as Senpai Stylo. This business will be situated particularly in Seremban, Negeri Sembilan. Our company is targeting in supplying pen as pens play a part in our daily routines especially among students and working adults. Besides, the instant lifestyle of today's society leads us to the idea of creating a pen that gives instant experience with variety of colours to ease writing, drawing or sketching. Senpai Stylo marks a revolution in writing instrumentation as we introduce an innovative premium pen with advance technology that is made of eco-friendly materials. When it comes to choosing a pen, customers would usually buy multiple pens that consist of different colours and tips. Fortunately, Senpai Stylo is made with RGB Color Sensor that scans any colour from the surroundings and replicates it instantly. In other words, one purchase of Senpai Stylo, all colours are accessible compared to only purchasing one or multiple pens with limited colours. It is also refillable, rechargeable and equipped with various tips, which is convenient for everyone to use anytime. Our target markets are college students, businessmen, art designers and lecturers. Our products help to ease students in their studies, convenient for markings and creative learning materials, or as a corporate gift. Senpai Stylo is not a highly expensive but an affordable product. Hence, our products is ideal for urban and sub urban upper middle and middle class people who finds it affordable. Last but not least, our management team are divided into several departments and each department is led by a calibre and professional employee in order to ensure our business runs smoothly with high productivity.

## 2.0 PROBLEM STATEMENT

The art of writing lies on the tip of a pen in the way it is scribbled and a powerful tool that a literate person possess, as the saying goes, pen is mightier than the sword. Nowadays, pens are available in variety choice of colours which makes writing more colourful and creative. However, having **multiple pens with different colours can be handful and need a case with more space which is not convenient to carry around.** Senpai Stylo is a two-in-one tool that includes Ink pen that writes on paper and the other part is Stylus pen that writes on electronic devices. Both have similar features, except that Ink pen uses ink and metal tips whereas Stylus pen does not require ink and only use rubber tips. This pen is uniquely created for lightweight design and portable to be used anywhere you go. The pen fits as a handy tool for business people who need to work or jot down details while in meetings and travelling. Hence, having this pen is a long-run investment due to long shelf life as it can be recharged with Micro USB Cable. This product is made for students, lecturers, an artist or designers, who spend their time to sketch, write or draw and get creative with colours with only one purchasing.

The market is flooded with inexpensive pen from many color choices and people can easily buy one which lead to some consumers to perceive pens as disposable. That is why Senpai Stylo is introduced to diminish the **perception that pens are cheap and disposable** with

advanced features and approaches. Instead of producing an ordinary pen, Senpai Stylo has moved forward introducing new writing instrument styles to ensure our products are recyclable. As compared to **ordinary pens with limited colours that are mainly made from plastics**, Senpai Stylo is a revolutionary product for its unique feature that includes elevated technology such as RGB Color Sensor to make more advanced writing, drawing and even in arts. The pen is eco-friendly where the body made from biodegradable plastic. RGB Colour Sensor able to scan any colour and replicates the exact colour, allowing its user to start writing or drawing with it instantly. One can simply capture your favourite shade from your cosmetic palette, colour of fruits, and literally anything from your surroundings.

**People will usually have a rough time to choose the right pen, judging from the tips, ink and colours.** Both ink and stylus pens equipped with various tips, a laser light pointer which saves you more time on shopping. Once the pen is in your hand, you get to scan the colour you like and easily save it through Senpai Stylo official application on the smartphone or any electronic devices you have. With a huge internal memory, Senpai Stylo can identify and store the many different colours. The entire saved colour can be used in the future for your work. Additionally, the Ink pen has small solenoid to eject ink and prevent it from leaking. The Ink pen also comes with quick drying ink and water resistant which helps you to do work without getting messy. Moreover, the custom colour will be transferred easily to the electronic devices such as tablets or mobile phones, and it also can be easily combined with various popular design or graphics softwares like Photoshop or Corel draw.

### **3.0 OBJECTIVES**

Senpai Stylo offers **the ability to ensure the sustainability of environment** as the pen comes with non-toxic ink and eliminate the need of buying tons of plastic pens. We aim to **provide users a product that helps the society to preserve environment and the opportunity to scan, write, draw, sketch, paint and share on devices without stress and with ease.** This pen provides wide range of colours that comes with refillable ink cartridge. This smart pen is technologically advanced compared to existing products, which is the key to **dominate the market.** Initially, the pen is considered as an introductory product and expected to have a growing customer demand over time. We will have more buyers purchasing the product once experiencing the convenience and advantages of our pen. We hope Senpai Stylo is accessible to the target market **by offering affordable price for our premium product.**

#### **4.0 PRODUCT DESCRIPTION**

Disposable of plastic have raised great concern, causing endless waste accumulating in the landfills as plastics are hardly to decompose. Nowadays, plastics straws are banned in many restaurants as consumers start to make responsible purchases and prefer green products. The efforts of green marketing involve the trading of products that are biodegradable, reusable and recyclable. In respond to consumer demand on going green, our company takes this opportunity to enhance our sustainable practices. Therefore, we create an idea of creating sustainable pens that include an Ink pen and a Stylus pen where you can write both on paper and mobile devices, namely Senpai Stylo.

Senpai Stylo represents futuristic pens with special features and functions that make writing experience more convenient, creative and fun. The product focuses on improving the functions of a pen by introducing an advanced technology called RGB Color Sensor. This technology is used to detect colors from various objects. It detects red, green and blue color pigments present in any object at short distance and able to copy the exact color of the object. Therefore, our pens are versatile with wide choice of colors for creative and colourful writing. Due to our collaborations with top mobile companies with Samsung and Apple, Senpai Stylo application available on Google Play Store and App Store platforms for users to sync and save all scanned colours on mobile devices. For users whom prefer to write on electronic devices, Stylus pen is made to write instantly on the synced gadget.

The body of Senpai Stylo is made of bioplastic instead of metals to ensure its lightweight for easy and smooth writing. The ink cartridge for Ink pen also comes from the same material. Bioplastic pens are perfect for writers looking for reliable writing instrument that can withstand daily wear. This material is used as it is low cost, durable, resistance to corrosion and ability to be easily formed. Other than that, bioplastic is biodegradable made from renewable sources and more eco-friendly than traditional plastic. In addition, it also acts an insulator which allows the pen to be recharge with Micro USB cable without causing any electrical shock to the user. Lithium-ion battery in the pen will be able to give power up to 15 hours. For this reason, Senpai Stylo is a long run investment due to its long shelf life. Besides, the Ink pen equips with user-friendly ink containing free-toxic chemicals only which are harmless to user. Ultimately, the ink is also more easily absorb across writing surface and waterproof. The tips of Ink pen comprised of stainless steel that is easily machined, non-corrosive and rust proof as well. Meanwhile, Stylus pen comes with various rubber tips that keep the phone screen free of fingerprints and scratches.