

BLUEPRINT



SONIC MATTRESS

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1.0 EXECUTIVE SUMMARY

In the midst of the new coronavirus, Covid-19, every country in the whole wide world practices hygiene more than normal. They stay indoors, avoid going outside, often sanitize, wash hands for at least 22 seconds, wear masks if needed, all to avoid themselves from getting infected from viruses. Since almost half of people around the world are staying indoors, there are things that are useful in a household. My company has come out with a brand new, exclusive sonic mattress that could reduce bacteria by shaking them to death. The built-in technology inside the mattress is by sonication that uses ultrasound waves of frequency of 20,000 Hz to kill bacteria. Human ears can hear up to 20,000 Hz so it will be a no problem for customers to have it at their home. Your years old mattress has been kept as a nice culture medium for fungus to live. With the presence of this product, it could prevent the bacteria and fungus from spreading even more especially and useful for everyday use.

Our target market consists of both male and females, especially married couples. Then, we also target hospitals and hotels all around Malaysia. These are our potential customers that could help in increasing market sales therefore increasing our chance to develop to outside countries. This product is useful for our targeted customers. For example, usually married couples have to buy a mattress as a part of their household and with a low monthly payment it is very beneficial for them. Then, it is also useful for hotels and hospitals to have Sonic Mattress as it can destroy bacteria up to 90% guaranteed performance.

Sonic Mattress alongside Coway Mattress and Vitania Mattress has to compete to gain bigger size of market share. Although Sonic Mattress has the highest monthly payment, the advantage is that the technology of this product is new and cannot be found in any other products. The uniqueness of this product is the built-in sonic technology that is very useful for users.

The profit gain by selling this product is about 100% from total manufacturing cost including regular services cost and in three years time, it will penetrate the market from 35% to 48% of market share.

The product will not be a success without the management team. The management team consists of Chief Executive Officer (CEO), General Manager, HR Executive, Operation Executive, Marketing and Sales Executive, Financial Executive and Research and Development Executives.

2.0 PRODUCT DESCRIPTIONS

2.1 Product Details

Sonic Mattress comes with different features. Firstly, is their technology which is the application of built-in sonic/sound waves in a beautifully designed mattress. The mattress comes with different materials to make it comfortable and durable for everyone to use it. The materials consist of memory foam, latex foam, 6 pocket springs for comfort and to remove the fatigue away from the users. Most importantly, the built-in technology inside the mattress is by sonication that uses ultrasound waves of frequency of 20,000 Hz designed to shake the bacteria off from the mattress for hygienic space to sleep on. Furthermore, this particular technology is also purposely built for removing dust particles and dust mites to help reduce allergies of users. Moreover, the Sonic Mattress comes with a low monthly rental with regular mattress care services up to 7 years warranty. This mattress care service helps to remove dust particles and bacteria up to 99% and for product maintenance for long-term uses.

2.2 Product Applications

By the year 2020 approaches with the presence of the new coronavirus, Covid-19, people are more cautious on being clean and hygienic. It is tiring to constantly sanitise your items especially mattresses. In addition, usually people buy a mattress and still use it after so many years without cleaning it. Therefore, the presence of Sonic Mattress could help everyone to cope with bacteria that has been surrounding us. We cannot see bacteria with our naked eyes but with the help of Sonic Mattress can shake away the bacteria in and on your mattress. Within a few seconds, this product can remove bacteria, dust mites and dust particles up to 90% trusted performance.

2.3 Unique Features

- **Newness**

This is the new sonic ultrasound built-in a mattress to destroy bacteria and dust mite unlike any other. This technology can shake of the bacteria to ensure hygiene and safety for a prolong time.

- **Performance**

This product is efficient is killing about 95% of bacteria and remove dust mites.

- **Design**

This value is very important in creating a product. This product comes with a very slick design that is made for everyone.

- **Price**

This product comes with a rent-to-own product therefore it cost less for customer to pay low monthly rent for this product.

- **Risk reduction**

This product comes with warranty and service-level guarantee.

- **Comfort**

This product is design and construct with quality material such as memory foam bed for shoulder and hip support.

2.4 Model Designs and Instructions

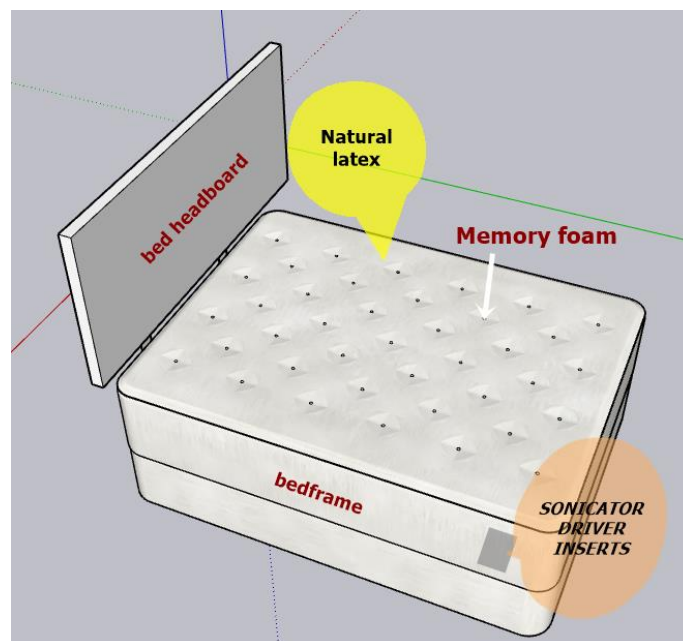


Figure 1. Sonic Mattress 3D Model Sketch

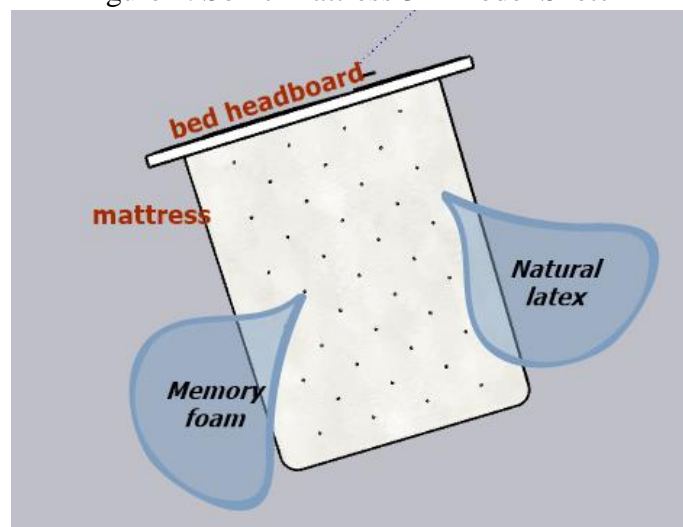


Figure 2. Sonic Mattress 3D Model Sketch Upper View