



**FACULTY OF APPLIED SCIENCES: BACHELOR OF (HONS) APPLIED
SCIENCES**

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

VONNY SMART STROLLER

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

PROGRAM : BACHELOR IN STATISTIC

PROGRAM CODE : CS241

COURSE : STATISTIC

SEMESTER : SEMESTER 6

STUDENT NAME : ANIS SYAFIQAH BINTI MOHD YUSOF

STUDENT ID : 2017282806

CLASS : CS241 6D1

LECTURER NAME : PUAN ZAIDATULHUSNA MOHD ISNANI

TABLE OF CONTENT

TITLE PAGE	PAGE
1.0 EXECUTIVE SUMMARY	3
2.0 PRODUCT DESCRIPTION	4
3.0 TECHNOLOGY DESCRIPTION	8
4.0 MARKET RESEARCH AND ANALYSIS	10
4.1 Customers	
4.2 Market Size and Trends	
4.3 Competition and Competitive Edges	
4.4 Estimated Market Share and Sales	
4.5 Marketing Strategy	
5.0 MANAGEMENT TEAM	19
5.1 Organisation	
5.2 Key Management Personnel	
5.3 Management Compensation and Ownership	
5.4 Supporting Professional Advisors and Services	
6.0 CONCLUSION	21
7.0 APPENDICES	26

1.0 EXECUTIVE SUMMARY

Lanyss Corporation is a company that supplies executive baby strollers name Vonny Smart stroller. Vonny Smart Stroller is a baby stroller which has many special features that are not available at any other baby strollers. Vonny Smart stroller is a first baby stroller that allows the parents to use their stroller on the escalator. This stroller also improvises on the braking system of an ordinary baby stroller. Vonny Smart stroller used an automatic braking system that will facilitate parents when using the stroller. Vonny Smart stroller used Arduino technology and it is a rechargeable stroller.

Price for Vonny Smart stroller is RM910. Hence, target market for our product is for parents with high total finances which is more than RM 6000 per month in Malaysia. It is also targetted to those young parents from ages 20 to 40 years old as young parents usually excited to have children and would willing to provide their children with facilities. Lanyss supply Vonny Smart stroller to retailers for those customers who want to buy at the store while for online shopping, they can purchase from Lanyss website, Shopee and Lazada.

Vonny smart stroller have many different and uniqueness compared to other baby strollers. The Arduino technology used in this stroller has not been yet discovered in any baby stroller. Using this technology, baby stroller can be used on the escalator and parents do not have to put the brake manually. This would give advantage for Lanyss since other competitors do not have these features. Vonny smart stroller also comes with hand fan, charging port and tracker and the materials used are high in quality. Prices for Vonny Smart stroller are much cheaper compare to other high technology strollers since it is produced in bulk.

It is estimated that the first 3 years' profit for the company is RM 6 050 962.92. The profit is expected to increase every year. Company gains the most profit by the sales of the product, patent and design of the stroller.

Lastly, Lanyss has a stable management team that consists of five top management. This top management consists of chief executive director, general manager, financial manager, production manager, and sales and marketing manager. Lanyss is known as a manufacturer and supplier of Vonny Smart stroller. Lanyss emphasizes to produce excellent and friendly products to consumers as the safety of the users is a priority to us in producing goods.

2.0 PRODUCT DESCRIPTION

2.1 Detail on product

Vonny stroller is a stroller with a variety function that will facilitate parent movements. This stroller has a special function where it can be used on all-terrain and especially on the escalator. Vonny stroller enables the parent to balance their stroller by adjusting the stroller front and back wheel. Other than that, there is an automatic brakes mechanism which is to ensure the stroller does not move without guidance for safety purposes. Vonny will ease parents in handling the brake. They do not have to brake manually as this Vonny stroller will instantly activated the brake when the button is left unattended. Vonny comes with features such as hand fan, power bank for charging and tracker. All these features are controlled by the control panel.

Besides, canopy and sunshade will serve as protection for the baby and give comfort. The canopy is a waterproof material and it is UV resistant. The canopy also has an open side window. This window can help with better airflow and help baby to look around. For the parent view, the top window is created to allow the parent to monitor their child. Magnetic wheels present will act as a magnetic lock when the stroller is on the escalators or surfaces that have magnetic fields. This magnetic mechanism will lock the tires in magnetic surfaces.

For comforts, this stroller can absorb the shock through a damper that has on the back of the stroller. Therefore, when the tires are moving on the bumpy and rough surfaces it does not make the child feel uncomfortable while in the stroller. Next, the baby seat is adjustable and reversible. Parents can adjust the seat whether to make the child facing them or forward-facing. For the rearward facing, it will help the parent to monitor their child. Next, this stroller also provides the comfortable padded for full protection and support for a newborn and small child. This padding is designed to ensure that the baby is positioned in the middle of the stroller.

Vonny stroller is foldable and easy to carry everywhere. When the stroller folded, it will self-standing to ensure the space-saving and portability. This foldable stroller can be kept in the bag that will be provided when parents buy this stroller.

2.2 Product Application and Primary End Use

Vonny smart stroller is an improvement of the existing baby stroller. Vonny stroller is targeted to those parents with higher income that want to spend more on their child comfort and safeness. Vonny smart stroller will help parents saving their time from crowded people while waiting for the elevator. When the parent wants to use the escalator, they only need to choose whether to press the button up or down to stabilize the stroller. For example, when they are going upward, they just need to push the button up for the back wheels (rod) at the control panel of the stroller to match the position of the front tire and this will stabilize again the position of the stroller. This adjustable stroller control system is situated at the handle of the stroller. Also, the large surface at the bottom of the stroller will provide high stability during the process of stabilizing the stroller. Next, with the function of the automatic braking system, the stroller will not move as the brakes and the magnetic wheel will lock the stroller while on the escalator.

The most important part, this stroller provides a variety of functions with only one programmed with a lower cost and better performance. Besides, for a long term journey, this stroller can act as a power bank to the parents to charge their mobile phone. This stroller also has a tracker that will provide parents to track their stroller when other people use them or allow their children to push the stroller with the toddler inside without their presence.

2.3 Unique features

The unique features of a Vonny smart stroller are this stroller can be used on the escalator and the braking system is different from other baby strollers. In the market nowadays, there are no baby strollers that have been created and can be used on the escalator. For the safety factor, most of the stroller tires are not create to be used on the escalator. Hence, Vonny stroller is introduced to the market after undergoing all crash and test examination. Vonny stroller has reconsidered all safety factors to ensure that strollers are stable and the tires used are compatible and convenient to be used on the escalator.

Next, since the braking system is an important factor for the stroller, an automatic braking system in being innovated to the braking system with easy to be used which that will ease parents rather than to put the brake manually every time they do not want to move. The braking system is a one link-brake where when the button is not pressed, all the tires will be locked. With this braking system, child safety will be more secured.

This stroller also made from a lightweight aluminum alloy for the frame of the stroller. Aluminum alloy is lighter than steel and iron. Hence, this stroller will be portable for the parents to bring their stroller everywhere and most important the frame is powder-coated to avoid scratch and corrosion.

Vonny stroller is a rechargeable stroller. This stroller can last long for 30 hours without charging and a long term of usage. This stroller used 12V DC motor where it will enable the movement of the front and back rods (at the wheels) for balancing, acts as a power bank, to turn the fan on/off and trackers for tracing the stroller movements. All these features used