



BLUEPRINT REPORT:
DEARLY COMPANY

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Name : Noradila binti Ramli (2017282598)

Submitted to
PUAN ZAIDATULHUSNA MOHD ISNANI

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1. EXECUTIVE SUMMARY

Dearly is a company that is producing the latest stroller that comes with technology. Dearly company is located in Melaka and has distributed the products to the retailer, hypermarket, supermarket and also on the website. The stroller produced by my company used air protect, the technology that is used to increase the safety of the children in the stroller.

The target market of the stroller is toward the parents that have a toddler whose age range from 12 to 36 months to become the customers. The other criteria are parents that come from the middle and upper-income range that starting from RM 2000 and above.

The new development stroller is very compatible and fills with many specifications on it. The new stroller also has the adjustable handle, sun visor, wheels, storage basket and the materials of developing the strollers. All of these specifications will be upgraded into the most advance and tending technology.

There are calculations of the materials in the process of developing the stroller. The profitability is calculated to ensure that the business operations and growth successfully. The company profitability estimates for another two years starting from this year.

Lastly, the management team in the company are the people from higher education of their field. A detailed selection must be operated to get the most reliable and perfect person that can do a proper job according to their positions. The management team helps in the operation of business to operate smoothly.