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TABLE OF CONTENTS

No	Content	Page
1	TITLE PAGE	i
2	ACKNOWLEDGMENT	ii
3	TABLE OF CONTENT	iii
4	LIST OF FIGURES	iv
5	LIST OF TABLES	iv
4	1.0 EXECUTIVE SUMMARY	1-5
5	2.0 PRODUCT DESCRIPTION	6-7
6	3.0 TECHNOLOGY DESCRIPTION	8-11
7	4.0 MARKET ANALYSIS AND STRATEGIES	12-19
8	5.0 MANAGEMENT TEAM	20-26
9	6.0 CONCLUSION	27
10	APPENDICES	28-30

LIST OF FIGURES

No.	List of Figures	Page
1.	Figure 1.1 An organizational chart of EasyGo Baby Stroller	4
2.	Figure 3.1: EasyGo Baby Stroller	8
3.	Figure 3.2: A side view and front view of a tire	9
4.	Figure 3.3: The leg lifter pallet	9
5.	Figure 3.4: The actuator	10
6.	Figure 3.5: An Air-Filled Tire	10
7.		

LIST OF TABLES

No.	List of Tables	Page
1.	Table 4.1: Cost Production of EasyGo Baby Stroller	13
2.	Table 4.2: Current total market size	14
3.	Table 4. 3: The market size in three years	14
4.	Table 4.4: The market growth from 2020 till 2022	15
5.	Table 4.5: The strength and weakness of competitors	16
6.	Table 4.6: Advantages and Disadvantages of Product	17
7.	Table 4.7: Product Market Share and Sales	17
8.	Table 5.1: The key management roles and the individuals' name	20
9.	Table 5.2: The names and positions with their career highlights	20
10	Table 5.3: The names and positions with their duties and responsibilities	23
11	Table 5.4: The Salary, Share of Ownership and Amount of Equity Invested	25
12	Table 5.5: The Names and Positions with their Services Provided	26

1.0 EXECUTIVE SUMMARY

Nowadays, young parents have at least one stroller baby for their baby to make their life easier while move around. Deciding on choosing a baby stroller needs knowledge and guide from an expert in this field. Therefore, educated parents are concerning more about the safety of their child while using the baby stroller everywhere. EasyGo Baby Stroller is the best choice in choosing a baby stroller since we provided safety for every part of it especially while using escalator with it. This stroller has a leg lifter pallet that can lift the stroller before climbing the escalator or riding down. This product is simple and friendly since all the functions need one step to make it easier for parents to manage their child with this type of stroller.

The main function of the baby stroller is to make parents easier while traveling with their kids since parents nowadays bring their kids along while traveling. This stroller has come with a set that can transform from the stroller into a car seat and also lightweight stroller that easy for parents to bring the stroller everywhere. The most important feature is the type of tires that we provided is a tire that fills with air to produce smooth riding. Each of the wheels also installs with the actuator to keep the stroller balance while using the escalator or any type of rough surface.

The price of the baby stroller offers a reasonable price so that middle-income people can afford to buy this product. The technology that applied in the baby stroller can minimize the cost of production for our company. This EasyGo Baby Stroller has function and advantages that are not found in today's common baby stroller, thus providing a competitive advantage over more established competitors. The company will gain entry and market penetration by fulfilling the customers' needs.

We work in a team that includes six leaders besides the Chief Executive Officer (CEO) that needed in our company which consists of a marketing leader, human resources leader, finance leader, resources leader, sales leader, and delivery leader.

1.1. Description of the Business and Product Concepts

EasyGo Baby stroller is based on an ordinary baby stroller in the market but we improvised new concepts by installing some technologies to make them function efficiently. There are some innovations to make it different from other competitors and also can solve a few problems of baby stroller at the same time. We take initiative to make some improvements to the baby stroller based on researches so that it applies to users in the future. We have to add some technologies concepts which are the system of leg lift pallet, actuator, and flexible tire to the