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1.0 EXECUTIVE SUMMARY

KarSert is an innovation with advanced technology. The technology is sensors to alert parents of sudden changes around and with the car seat, and foldable for it to be carried easily for travel and storage. The product is made by high quality product. The product itself is unique with the technology and product criteria was explained in details. This company target on customers among parents, specifically with children age of 12 year old and below or newlywed couples. This is because the product is for the use of children from 4 to 7 years old. As of their income, the target is customers in household total income from RM3000 and above which is in middle class (M40) and upper class (T20). This is due to purchase power of one may have. The higher the purchasing power, the more freedom they have to buy products and services. Thus, product can be sold at faster rate. The rarity of product increases its value compared to the competitions KARSERT Sdn. Bhd has five key management roles to keep the business running smoothly. The five roles are general manager, administrative manager, marketing manager, operational manager and financial manager. All managers must have required skills to execute their duties and responsibilities well. In order to reduce work of managers, this company seeks professional advisors for business and financial consultations.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Details of Product

KarSert is an innovation to keep up with current technology in safety. The advanced technology applied is sensors to detect any drastic changes to adults such as temperature changes and unbuckled car seat. Besides that, the car seat is also portable with can be folded into smaller size to be carried anywhere easily. The idea of product came from mandatory law of car seat use for children at certain age, weight and height. Not only that, it is also comes from cases of death due to heat stroke when parents neglected their children in vehicles. The car seat itself is safe enough to avoid death due to car collision. However, it does not avoid death one hundred percent. Thus, increasing level of safety is important to reduce percentage of accident.

The car seat will be built using a tough plastic called polypropylene which can flex under pressure and does not crack easily like any other plastics. Along with the plastic, colouring will be done as well as its finishing making it more attractive and complete. As for the smaller components, buckle latch plates, harness adjusters, locking clips, and the buckles are bought in bulk to cut cost. The seat will be covered in neoprene fabrics. Some neoprene fabrics characteristics is water resistance, heat retention, and non-toxic as well as comfortable for kids. Neoprene fabrics is also washable to keep the seat clean and sanitized. Besides of the quality, the fabrics also come in variety of colour and pattern to choose from to make the product looks more appealing.

As for the cushion, the material is made of dry fast open cell foam. This type of foam is comfortable and cool seating cushion which can also prevent mold and mildew. The high quality foam not only comfortable but when pouring water on it, the water will run through the foam and drain out the bottom. Next, the technology would be inserted in the buckle to make sure it cannot be removed easily and automatically turned on when locked. Bluetooth will be installed in the sensors to detect smartphones and device for alerting function. In addition, an application would be created to notify parents and for them to check on their children easily.

Last but not least, the bag that comes with the product is made from ripstop nylon fabrics is made of 100% nylon, a woven and strong machine-washable fabric. The fabric is also tear and abrasion resistant so it is good for outdoor use. Since it is good for outdoor use, it is water and fire resistant and comes in various weight. Producing attractive and pleasing product is important thus the fabric has various colours and patterns to choose from.

In conclusion, the car seat is made by high quality products and materials to keep the customers in exclusive but safe environment. Raw materials chosen are from high quality product, but also comfortable and safe for children use from the mould to its bag. The product is made to be different and up to date with its technology as to keep up with the competitors.

2.2 Application of the Product

The product does exist in the market which is car seat. However, some improvements have been made. The primary use is for children's safety in vehicle, with or without the technology, KarSert will do its job to keep children safe. Car seats basically keep children in place in vehicle to avoid sudden movement in case emergency break was hit or external collision during car crash.

The car seat has been improved by applying new technology and function for more safety and more practical. Technology mentioned is sensors to notify adults when children are in danger or in unusual environment such as sudden change in temperature or unlocked harness buckle. As mentioned before, the sensors will be automatically turned on when the buckled is locked, then parents can use the specific application to connect the sensors with their smartphones via Bluetooth. Other functions applied was foldable. The car seat can be folded to make it as portable as possible which allow parents or families who travel a lot to carry the car seat easier. The car seat also comes with bad, so users can travel with and move the car seat easier as it is handier. Other than that, with the function, it should be easier to keep in storage or house which means it does not use a lot of spaces.

The target customers of the product itself are to be identified in details to make sure they afford it. Not only that, the location are also to be identified for the company to have solid stand in the market so it grows faster with higher density of residents. Generally, the target customers are among parents with children. The car seat can be used by children from age of 4 year old until 7 year old. Specifically, the target market is for parents who live in Kuala Lumpur and Klang Valley region since both locations are packed with people. The target is also come from family of middle class and high class income. Furthermore, the product also aiming for customers who frequently travel with family or children since it is made to be handy.