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MARA

TECHNOLOGY BLUEPRINT BABYXMOVE CAR SEAT

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1.0 EXECUTIVE SUMMARY

Baby car seat is a product for child's safety when travelling in a vehicle. Baby Snuggly Enterprise is keen to produce a BabyXMove car seat that have safety improvement compared to the car seat that already in the market. The idea to produce the car seat is to help solve the problem where there are many instances where parents forget about their child in the vehicle and left them for a long period. Hence, we come out with a car seat where it is a foldable car seat and have alarm sensor and built-in airbag.

Before the product is being launch in the market, our company has set a target for the BabyXMove car seat. The target segment for our product is parents that have middle and high income in Malaysia, because not all parents can afford to purchase the car seat. This product is also suitable for parents who like to travel because it is a foldable car seat and it can easily be carried everywhere.

BabyXMove car seat is a product that has it own uniqueness from the current car seat available in the market. There are competitors that also produce the same product but have a different features. However, our product has advantages over other competitors due to the features of alarm sensor, built-in airbag and foldable car seat, while our product price is considered quite cheaper compared to the other products. So, these will be the advantages for our product.

Due to its great innovation from existing products as mentioned earlier, this product has a high profit potential. Each years they will increase in the total sales and we also have estimate the total sales for 3 years to know how well Baby Snuggly Enterprise can growth in 3 years.

For the management team, our company consist of 5 managers which is general manager, financial manager, marketing manager, administration manager and operational manager. In order to achieve the objectives of the company, each of the manager in this company should play their roles and responsibilities well.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 DETAILED PRODUCT

BabyXMove, the baby car seat that provide safety and foldable car seat to the child. The main features of baby car seat is the safety for the child. The baby car seat is travel friendly because it can fold and put in the travel bag. Furthermore, the product is lighter than the other baby car seat, so that the parents can easily carry when travel. This is suitable for parents who like to travel and like to rent a car during the travel. The product has a sensor to alert the parents if they left the car and there are also an airbag to protect the child body during an accident. It also have a portable cup holder on the product to make it easier to put the bottle and easier for the child to take the bottle.

The weight of the BabyXMove is 3.5kg and it is suitable for child that weight between 7kg to 35kg. The car seat is a forward facing car seat and it is not a rear facing car seat. The car seat is attached with the 3 point retractable car seat belts and it is made from a foam padded seat which is a washable material. The products comes with 4 colours which is black, dark blue, red and dark grey.

2.2 APPLICATION OF THE PRODUCT

The main function of the BabyXMove car seat is the safety of the child when they used the baby car seat. Even though there are many choices of the baby car seat that already in the market, we believe that with the new features that we introduce in the BabyXMove car seat can attract the consumer to purchase the product. The combination of alarm sensor and airbag that we add to the products can help to reduce any incidents that might occur in the car.

Furthermore, we also want to ease parents who like to rent a car during travel with their kids. So with our foldable baby car seat, parents can easily carry the car seat during travel. With the light weight of the baby car seat, parents can also bring the car seat check-in in the airplane. We also provide a waterproof travel bag for them to carry and with the travel bag it can also protect the car seat from any dirt. They can keep the baby car seat in the travel bag when they did not need it.

2.3 UNIQUE FEATURES OF THE PRODUCT

The unique features of the BabyXMove is the baby car seat is lighter than other baby car seat. Furthermore, it also have a alarm that attach in the baby car seat to alert the parents that their child is still in the baby car seat. This is to avoid the child to be left out in the car and died due to the heatstroke. With the existence of the alarm on the baby car seat, parents can always alert about their child.

The other unique features in this baby car seat is there is a built-in airbag on the baby car seat to protect the child head and body when there is an accident. Most of the baby car seat that already in market does not have an airbag in the baby car seat. To improve the current baby car seat, airbag have being added in this products.