



ULTRA-BAG PACK BAG

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1.0 EXECUTIVE SUMMARY

For riders, bag pack is considered as one of important item for them because unlike car, motorcycle does not have enough compartment for storage. But that is not the only problem, where rider often felt that the design of back pack is not easy to access during riding. Apart from that, there are other two problems that riders often face. The first one is when sudden rain happen during their journey, and second one is the difficulty to access GPS from their phones. To overcome these problems, the invention of new type of bag pack called Ultra-Bag Pack was done. The concept is simple, it just a combination of storage compartment, rain coat, and phone holder that is combined together into a front bag pack.

The major customers that have been targeting at are riders who are working adults, students and works in food delivery services. Market analysis have been done and the result obtained proved that the market size of the product will grow from year to year. The factors that may causes this growth are due to evolution in food delivery services, socio-economic trends and safety consent from the riders itself.

Bases on the analysis that have been done on the competitors of the Ultra-Bag Pack, although they have variety of design most of them are not ride-friendly, most of the bag pack in market does not use waterproof material and does not have compartment for phone holder. Thus, additional features have been added to design of Ultra-Bag Pack such as waterproof material, foldable phone holder, easy to reach storage compartment, and instant rain coat so that it can compensate the shortfall from other products in market.

Ultra-Bag Pack used high quality materials that makes up the total cost for one bag is RM 76. Based on the price, the selling price of front bag pack has been decided to be RM 150 per unit which is very affordable and much cheaper than other competitors. So, the profit that may obtained from one bag pack is around RM74 which is quite satisfactory.

Our management team consist of three main roles, which are general manager, operation manager and marketing manager. This three types of management team are enough to lead the production of Ultra-Bag Pack in the meantime.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Details of the Product

Ultra-bag pack differs from typical backpack or any other bag but offers same functionalities as those in the market yet varied with multiple other functionalities which cannot be found on typical backpack or bags. The same functionalities such as bottle compartment, laptop case, earphone channels/ holes and other miscellaneous compartment are imbued in the ultra-bag pack but its specialties which differs from normal bags makes it worth buying, especially those who are riding, loves doing outdoor activities, students and numerous more of the same targeted marketing categories.

2.2 Applications

The most distinctive feature of this product is the way to carry the product; which is at the front. Having to carry bag at the front would only drives pickpockets away from the carrier as the bag is not situated at the blind spot of the user, thus increasing awareness of the user upon his/her surroundings and decreasing the chance of being robbed or pickpocketed. Although it is first of its kind in the market, users' comfortability to carry the bag is prudent regardless of gender, thus its design; shape, curvature, materials and many others, is specifically targeted at the front of human bodies. Aside from that, being at the front of the user, goods from the bag can be taken out at ease without having to stop and put down the bag in order to take out goods, or asks friends to take them out of the bags. Users can easily slide through their hands into the bags to take items without having to stop walking or running or even asks friends to do the task.

As for the second applications mounted on the bag is the metal compartment (as per labeled on appendices). The metal compartment is specifically used to mount phones of all sizes- adjustable, and it is made out of metal which is anti-corrosion, sturdy yet light. The idea came from motorcyclists especially those who work as dispatcher, food e-hailing services and many more, having difficulties to look at phone for GPS direction to go to respective places. Hence the metal compartment which can place phones covered with transparent plastics for ease of viewing while protecting phones from uncontrollable weather and other miscellaneous on the road. This endeavour would definitely ease motorcyclists for their daily routine and at the same time, increasing safety probability against accidents for the user.

2.3 Unique Feature

Other than having metal compartment, this bag also comes in raincoat compartment which is situated as per labelled on Figure 2 in Appendices. This feature is especially handy towards riders and cyclers as some other times rainy season would definitely causes difficulties for such locomotion. This feature comes together with the bag in which riders would only have to unzip and spread the raincoat as it is attached to the bag for ease of handling. To clean or dry the raincoat, it can be detached and it is also a free-size raincoat to cater fussy-sizes customers.

Users can also demand whether to put other compartment or even discard compartments which suits the user's preferences for his/her daily usage. Discarding and adding of such features will be charged accordingly depending on customers demand. The materials used to produce the bag are water-proof, light, resilient and environmental-friendly to support government urge of using eco-friendly materials for any products for future sake.

2.4 Development of Product

Since the product is only in its prototype state, it is estimated that a total of 20 weeks is needed to complete the process of fully developed Ultra-bag pack which includes designing, market research, ordering materials, manufacturing, delivery and sales of the products. It is also estimated that a total of RM 289,449 is needed as start-up capital which includes administrative, operations, pre-operations expenditure and many more to develop and sell the product.

2.5 Patents or Other Proprietary Features

The design of the bag itself has been patented to prevent any misappropriate of duplications by irresponsible company or individuals which can be sued in court justice. Other than that, licensing of the product also has been implemented so that any organizations or companies that decide to produce or market such bag, they have to pay royalties fee to our company before manufacturing the products.