



BLUEPRINT

MINITRAV SDN. BHD.

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1.0 EXECUTIVE SUMMARY

Minitrav Sdn. Bhd. is a portable electrical appliances manufacturer that founded on 1st April 2020. Minitrav Sdn. Bhd. aims to ensure that the travellers will be comfortable and having a nice travelling experience. The idea of producing Minitrav 4-in-1 Travel Iron came because it is difficult for the travellers to maintaining a good appearance while travelling and not all hotels provides the facilities such as iron and hair dryer. Minitrav 4-in-1 Travel Iron is designed to be easy to store and carry so there is no excuses for travellers to dress neatly while travelling. Minitrav Sdn. Bhd. targeted adult travellers aged 18 years and above in Malaysia as our customers to buy Minitrav 4-in-1 Travel Iron. We aim to sell our product to travellers around Malaysia within the age group of 18 years and above. Although one of our competitors also produce travel iron, but none of them produce the multipurpose travel iron like us. The company's profit increase as the year increase. Lastly, the management team consists of General Manager, Operation Manager, Marketing Manager, Financial Manager and Production Manager. With their qualification and experiences, we believe that they will bring the company to success.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Details of the product or service

Minitrav 4-in-1 Travel Iron is a portable multifunction iron that is designed for travelers to easily carry and keep in their luggage. This handheld-sized iron surely will not occupy large space in luggage. Other than iron, this product also has three more functions such as lint remover, hair dryer and power bank. The power bank acts as the power supply for iron, hair dryer and lint remover to function. Besides, it can also be used to charge mobile phones. Minitrav 4-in-1 Travel Iron is easy to use. For example, if a traveler wants to iron his / her clothes, just simply attach the iron head to the power bank. If the traveler wants to use another function after finished ironing, he / she can remove the iron head and replace it with another head that suits his / her desired functions.

2.2 Application of the product or service

Nowadays, iron has undergone various innovations and there are varieties of iron in the market, whether large, small, corded, or cordless. Mini irons, mini hair dryers, electric lint removers and power banks are available in the market, but they are sold separately. If travellers want to bring these items with them, their luggage may not have enough space and they might bring another bag to keep them separately. Hence, Minitrav 4-in-1 Travel Iron came up with an idea of 4-in-1 portable iron by adding more functions, lint remover, hair dryer and power bank to the existing travel iron to increase the functionality of the product.

2.3 Unique features of the product or service

What makes Minitrav 4-in-1 Travel Iron unique compared with the products produced by the competitors is there is no portable product that combines iron, lint remover, hair dryer and power bank into a multipurpose product. The existing travel iron in the market has one function, only to ironing clothes. In addition, there is no multipurpose iron that produced by local companies.

2.4 The present state of development of the product or services

Before commercializing the product, it must go through the new product development process. The new product development process involves five steps which are research and development, product design, concept testing, build prototype and test marketing. The estimated time taken for the product to complete all stages in the new product development process is 1 year. The cost involved during the new product development process including research and development, conducting surveys, promotion, building prototype and others is estimated around RM 800,000.

2.5 Patents or other proprietary features of the product or service

Patent application is important to protect the idea of product invention while trademark application protects the identity of the product. The applications of patent and trademark for Minitrav 4-in-1 Travel Iron were made on Intellectual Property Corporation of Malaysia (myIPO). These applications were made for our logo, brand name, packaging, and product invention.

2.6 Opportunities for the expansion

There will be innovation of the product in the future. In between 3 to 5 years from now, we plan to add other functions of the product such as portable mini electric kettle and portable mini humidifier. A research and development activity will be conducted to identify the suitable capacity of a power bank to accommodate all functions with minimal times of recharging per day.