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**BLUEPRINT REPORT**

**“ELASTIC SEWING NEEDLE”**

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## **CHAPTER ONE : EXECUTIVE SUMMARY**

### **1.1 Company Background**

Needleistic Sdn. Bhd. is the company that produce sewing needle that have been upgraded to new product of sewing needle which is elastic sewing needle. The company was established in January 2020 and is a 100 percent of Bumiputera Company. Needleistic Sdn. Bhd. was conducting operation in Kota Bharu, Kelantan and owned equally and managed by four partners.

The company look forward to produce the better quality elastic sewing needle based on modern technology and have high commercial value as well as expand to global business. The company constantly improve business reputation and perform tasks more efficiently and professionally to achieve the company objective.

Needleistic was targeting to offers the best quality product of needle sewing and to meet the needs and taste of customers since this product was produce based on the problem that always faced by the customers. The company aims to dominate the market since this is the first design of upgraded the sewing needle that there is on the market.

#### **1.1.1 Product Concept**

Needleistic Sdn. Bhd. produced new product name Elastic Sewing Needle. The elastic sewing needle has two elements which are silicon rubber on the top and high carbon steel wire on the bottom. This product is very high quality, easy and saves the time. This product also comes with better packaging that includes and elastic sewing needles and a few rolls of thread which is complete to use for sewing. This product have been created based on consumer needs.

### **1.1.2 Target Market**

The customer of elastic sewing needle are tailor or people who want to sew their clothes in short time, workers in the store for sewing services, boutique that sew their own brands. It is because this product will give some advantages for user, which may help to improve their business.

### **1.1.3 Competitive Advantage**

Needleistic Sdn. Bhd. is a company that created an innovative product in the market in order to ease the consumer. Therefore there are many company that produce needle that available in the market for long time. DOTEK NEEDLE Co. Ltd. and Hwa Bee Hang Co. Ltd. is one the company that created the old version of sewing needle that has many disadvantages for the consumer. Needleistic Sdn. Bhd. creates elastic sewing needle with a better quality and comes a great function. Some of the function that the elastic sewing needle were:

- In this product the elastic concept is used to ensure that the thread is simple to put into the hole while the old version of needle does not has an elastic hole which is difficult to put the thread into the hole.
- If the material of the clothes is thick, the size of the needle would be a little larger depending on the suitability of the fabric.
- Elastic sewing needle can put the variety types of threads such as natural fibers or synthetic fiber while for the old version needle, if the consumer buys various needles to fit the thread.
- This product is wrapped in a special mini bag so that the needle does not slip easily from its container.