



TECHNOLOGY BLUEPRINT : SANISMART

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1. EXECUTIVE SUMMARY

Due to the Covid-19 pandemic started in late 2019, hygiene has become the most important aspect in life and many people have been more critical when it comes to cleanliness and protecting themselves from the coronavirus. Number of cases and deaths in many countries continue to surge. Good hygiene practice is extremely crucial in today's condition. However, it may not be as easy and practical for many people. Applying hand sanitizer might seem like an easy task, but the traditional way of pouring out of the bottle can be a nuisance.

Some companies have come up with a solution, a hand sanitizer bracelet to further assist people in applying hand sanitizer, however there are some flaws to it. Therefore, ALN Sn. Bhd. has come up with a better, upgraded version of it, SaniSmart. It is equipped with refillable and rechargeable features, easy dispenser and reminder system.

SaniSmart is created to enhance and innovate existing products, with the consumers' needs in mind. The target market for this new product development are healthcare services staff, delivery services workers, as well as full and part time workers where their jobs require them to be outside and meeting people, which could make them more at risk of being infected by Covid-19.

It is a part of business to have competitors, and ALN Sdn. Bhd. has a few major ones. They are Jin Sheu Enterprise, Wristband Enterprise and Pyoor Enterprise. Nevertheless, ALN's product certainly has an edge over the other competitors' products in terms of better technology, functionality and aesthetic values while still maintaining a reasonable price tag.

A detailed analysis on market research and analysis, market size and trends, market share and sales, and marketing strategy has been done in order to come up with a financial plan. It can be seen that SaniSmart has the potential to be accepted by the target market and can be a profitable product.

2. PRODUCT DESCRIPTION

2.1 Product Details

ALN Sdn. Bhd. would like to produce a hand sanitizer bracelet called SaniSmart. This hand sanitizer bracelet is a fashionable, wearable and light-weight bracelet which makes it easy for everyone to carry it anywhere and anytime. The bracelet is made up of high-quality materials which is titanium and it is hypoallergenic material suitable for sensitive skin and also has corrosion-resistant elements that environmentally friendly. SaniSmart is a refillable wristband that can hold up to 10 ml of any form of hand sanitizer and it comes up with a refill bottle for easy refilling the hand sanitizer into its container. The bracelet's weight is 35g and the dimension is 250mm (circumference) x 15mm (width). The bracelet's strap is also adjustable which fits all sizes from kids to adults.

2.2 Application of the Product

The primary function of SaniSmart is to dispense hand sanitizer to the user's hand in a very convenient and easy way. The concept is very simple in which the user just needs to push the dispenser button to get the hand sanitizer to reach their hand. When the hand sanitizer volume is low, the user can easily refill the container with the refillable bottle provided. Another application of SaniSmart is it reminds the users to sanitize their hand for every 30 minutes or 1 hour based on the user's setting. This will ensure the user to always keep their hand clean and safe from any bacteria. SaniSmart is also wearable and portable where it makes users no longer need to bring their hand sanitizer bottle with them.

2.3 Unique Features of the Product

SaniSmart has several unique features which make it distinctive from the existing product in the current market. Firstly, it has a reminder system or timer which will remind the user to sanitize or reapply the hand sanitizer. The timer can be set by the user according to their choice either the user wants to be reminded for every 30 minutes or 1 hours. Secondly, SaniSmart also has LED light designed around the top surface of the bracelet's container. The LED light will signal the user when the battery of the bracelet is low (LED will light up with red colour) and give signal when the volume of sanitizer is low (LED will light up with blue colour). Third, it also has a rechargeable battery which is lithium-ion with a capacity of 450mAH. This battery can be charged faster and it will be fully-charged in 2 to 3 hours. This battery is used for the LED light and timer

system to be functioning well. The existing products in the current market do not have all the unique features stated above. Therefore, SaniSmart can have a better position in the current market and competitive as well as other products do.

2.4 Present State of Development of the Product

ALN Sdn. Bhd. is still in progress to develop the SaniSmart bracelet where it has been completed approximately 80 percent of its entirety. The time needed to fully develop this product is about 1 year which includes product testing and target market launch. The cost to fully develop this product is about RM720,021 including the packaging and labelling of the product. The cost of production per unit is RM50. The company has outlined many marketing strategies in order to meet the customer needs and desires. For example, pricing strategy, sales tactics advertising and promotion. The figure below shows the overview of the functional specifications of the product.

