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MULTI-PURPOSE HANGER

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EXECUTIVE SUMMARY

One of the biggest producers of hangers in China is YIKAI. The company supplies hangers to a wide variety of brands and stores across the globe. In order to meet diverse demands, they provide a wide range of materials, designs, colour scheme and shelf displays. YIKAI also ensures first-rate quality, market pace and economical pricing. With this conviction in mind, to ensure the protection and stability of our hangers, they have a very strict quality control system.

One of the important equipment while doing laundry is to have hangers to hang so that it can dry out your wetted and damp clothes. This is so to avoid your clothes from getting over creased and wrinkles. Due this issues, we have come up with a new product development called Multipurpose Hanger to address the typical problems we have always experienced when doing laundry chores. Alternatively, it would be known by all users with the use of multi-purpose hangers that they do not have to worry about the weight that can hold their clothing, and when it rains, even users can use the multi-purpose hanger's heating system.

The process performed to launch the Multipurpose Hanger is the process of new product development (NPD), research and development, design and features of products, concept testing, and marketing testing. A questionnaire survey was administered and circulated through the online Google Form on top of that. We have received a very fair and well accepted responses from the 44 respondents who participate in the questionnaire survey. Henceforth, we believe that our new product development which is Multipurpose Hanger can survive well and able to penetrate into the market successfully without having to face so many problems in the future. We will also take into account every of the responses and feedbacks we have received from the respondent in order to maintain and develop a better product in the upcoming days.

1.0 INTRODUCTION

1.1 BACKGROUND OF COMPANY

YIKAI is one of the largest hanger manufacturers in China. The company supplies hangers to a wide variety of brands and stores across the globe. YIKAI has one wholly-owned wooden hanger factory, three shareholding factories for plastic, metal and velvet hangers. They offer a wide variety of materials, styles, colour scheme and shelf displays to satisfy diverse specifications. YIKAI often guarantees excellent quality, market pace and competitive pricing. The company claims that quality is what there is to thrive. With this belief in mind, they have a very stringent quality management system to ensure the safety and stability of our hangers. In addition, all their hangers are made in the most natural manner possible. YIKAI's ongoing goal is to be the world's leading specialist garment hanger provider in collaboration with world-leading firms and selected independent shops.



Figure 1.1 YIKAI Factory Manufacture in Guichun Road, China

1.2 PROBLEM STATEMENT

Consumers are now looking for housing appliances that will be pleasant and make it easier for them to carry out their daily work. Among the equipment often used by consumers is clothes hangers. Clothes hangers are an important tool in renewing clothes, hanging wet or freshly washed clothes, hanging clothes so that they do not easily wrinkle or prevent dirt on clothes. Therefore, consumers are now more inclined, using multifunctional hangers or can hang many clothes with just one hanger, and even make it easier for users to carry anywhere.

Therefore, the best option in buying high-tech clothes hangers is to choose a multi-purpose hanger. Our versatile hanger products have heat sensors that use infrared LED that can dry clothes quickly especially in continuous rainy season, flexible, have enough space, can be folded to make it easier for users to store and carry anywhere and have a stable hook that can supports at least 5kg for weight of clothes. For this project, we want to develop a multi-functional clothes hanger product that has many great features for the daily use of consumers. In order to develop a versatile hanger, we face a number of issues that may affect our products.

The problem that will occur when dealing with this multipurpose hanger is that this product uses AA type batteries therefore, consumers are more likely to spend money to buy these batteries will cause the product image will be tarnished as consumers will complain if they have to spend more money. In addition, the product although has various functions but the product tends to be damaged and not durable. For example, if this multi-purpose hanger comes in contact with water then it will quickly break down. Among the other problems we face is the material used to produce the product is expensive because of this, these clothes hangers may be more expensive than clothes hangers from other companies. Therefore, it is possible that this product is not available to everyone. Finally, the problem we face is that this product has black and white colour variations. As a result, consumers may not be interested in the colours released, so this will open up space for competing companies to make products with similar concepts better and cheaper.

1.3. Objective

- To develop a new interesting design to overcome the old common design
- To produce a new technology that can help to do house chores easier and quicker
- To invent a new technology that can satisfy customers' demand and able to keep up to date with todays' trend