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EZ BACKPACK

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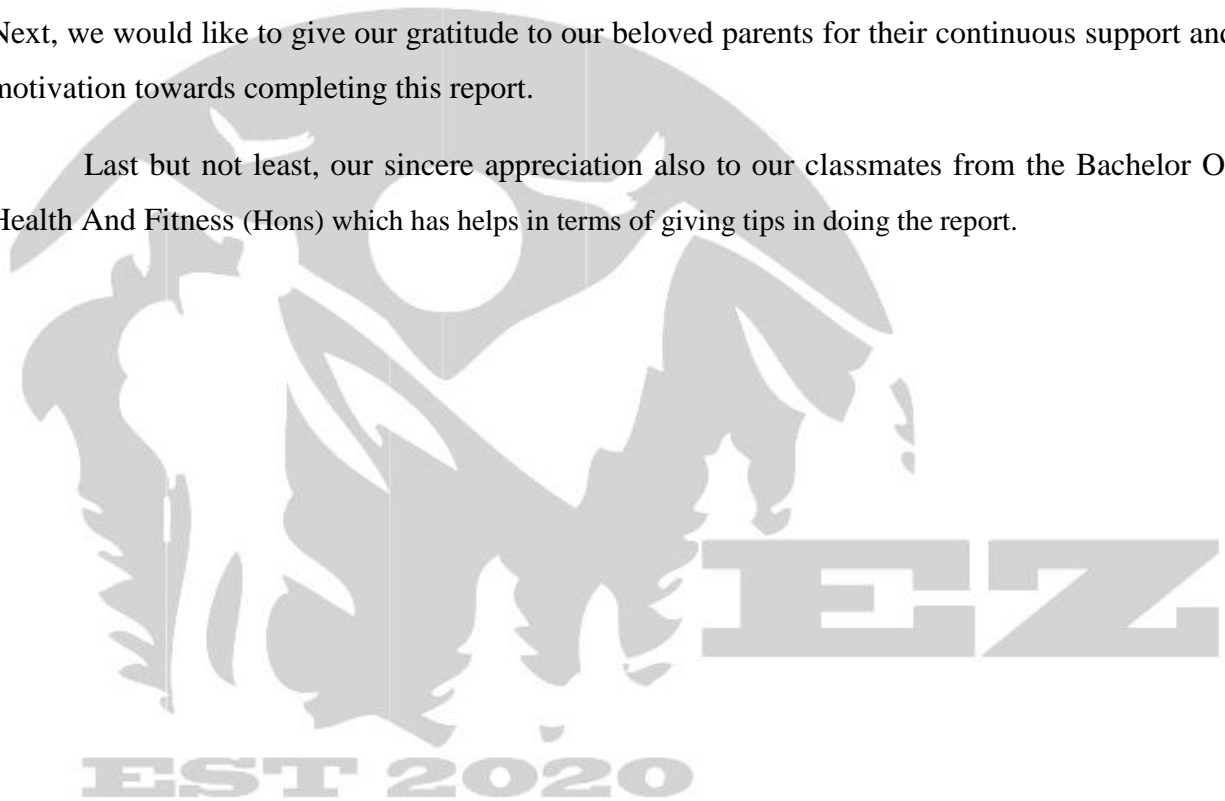


TABLE OF CONTENTS

Page Number

Contents

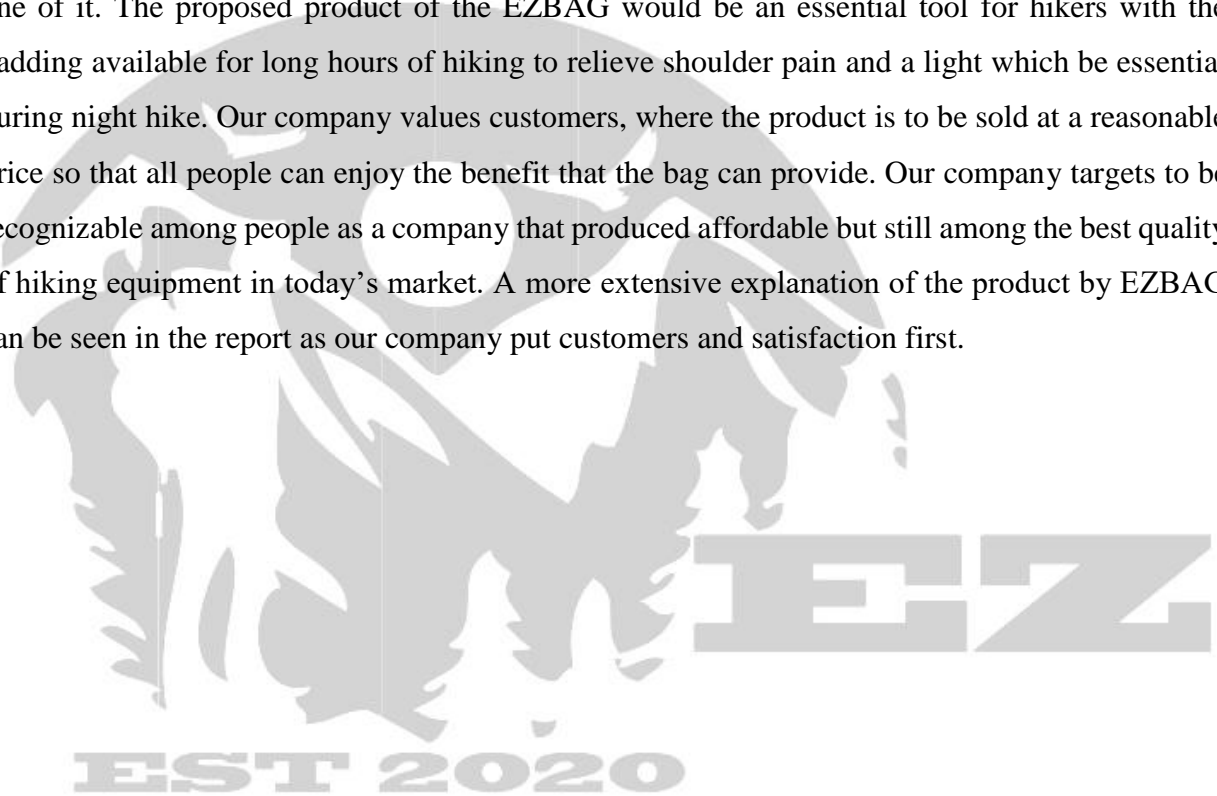
1.0 EXECUTIVE SUMMARY	1
2.0 PRODUCT OR SERVICE DESCRIPTION	2
3.0 TECHNOLOGY DESCRIPTION	6
4.0 MANAGEMENT TEAM	7
5.0 ADMIN PLAN	12
6.0 OPERATIONAL PLAN	14
7.0 MARKETING PLAN	19
8.0 MARKET ANALYSIS AND STRATEGIES	26
9.0 FINANCIAL PLAN	28
10.0 PROJECT MILESTONES	38
11.0 CONCLUSIONS	40
12.0 APPENDICES	41



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1.0 EXECUTIVE SUMMARY

EZBAG is a company of which focuses in the sport equipment industry, majoring in hiking equipment. The product that is said to be the highlight of the company is the hiking bag which has its own special characteristic that makes it among the best in the market especially for active hikers. Hiking has been become popular from day by day especially among the younger generation. Hiking can be said to be an activity that require the people to go through long hours to complete a certain trail. During hiking, a lot of things must be taken in consideration where the hiking bag is one of it. The proposed product of the EZBAG would be an essential tool for hikers with the padding available for long hours of hiking to relieve shoulder pain and a light which be essential during night hike. Our company values customers, where the product is to be sold at a reasonable price so that all people can enjoy the benefit that the bag can provide. Our company targets to be recognizable among people as a company that produced affordable but still among the best quality of hiking equipment in today's market. A more extensive explanation of the product by EZBAG can be seen in the report as our company put customers and satisfaction first.



2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Detail of the Product to Be Produced

The concept of our product involves the physical design, the artistic design as well as the requirements needed to meet the consumer demands and the value of the consumers. By developing the product, we consider basic criteria for product performance through the design of our own new concept, which is the EZ BACKPACK. Our product creation requirements and explanations are provided in Table 2.1. EZ BACKPACK is a backpack that provides a better solution in overcoming the problems faced by many people and hikers. Problems such as back pain, shoulder pain, neck pain and some materials of the backpack are one of the problems occurred when hiking. Besides, when hiking, we must keep our self-safe all the time to ensure our back, shoulder, and neck are not hurt, the material of the backpack, the features of our new product, and many more other criteria that need to be consider. Thus, the design of our backpack will offer a better technological way of having a better enjoyable time during hiking. A few crucial criteria have been highlighted in focusing about the product which includes performance, reliability, safety in use, durability and special features.

EZBAG can be categories to be one of the most advance technology in the backpack industry. This EZBAG has many advantages which are small lamp, latex mattress, charging method and more pocket zips and the most important features is the EZBAG is affordable. EZBAG is an excellent use for outside activities for those who love to hike. In addition, the EZBAG could be easier to carry anywhere when hiking. Also, EZBAG has a switch on or off which make it easier for user to turn on or off to the small lamp. The material used are also safe which is Nylon. It is because Nylon has a higher strength-to-weight- ration when hiking.

2.2 Application of the Product and The Primary End Use

The major benefit of EZ BACKPACK is multi user not just for hiking backpack but the technologies inside the backpack would help easier there to use everywhere because the product produce should have the consistency of performance and dependability. Moreover, this product, can protect us from any injury or harm when using or engaging the