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NOTEBOOKLY (A PAGELESS NOTEBOOK)

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INTRODUCTION

Notebookless is one of the notebook innovation that inspired by those who work from home when the COVID-19 pandemic started. People start working and communicate virtually and forces all the organisation to shut down due to the pandemic situation. *Notebookless* functions as same as a normal notebook but with special features. It is an eco-friendly notebook and forever use. The pages are coated and designed to be used with a special pen. The pages are not like normal paper but it also not plastic which the texture is quite similar to a tiny laminate paper and it smooth and easy to write on it. This notebook also comes with scanning features which whenever the user is done writing on it, they can directly scan it with smartphone which then it goes to a folder that they pre-designated and then it will automatically save to the devices such as tablet or computer before all the data being erased. This notebook comes with special its cleaning cloth to erase all the information written on it by wet the cloth before wiping.

PROBLEM STATEMENT

Paper consumption over the year has been increasing to more than 400 million metric tons each year and it has been growing in demand in recent years (2021). China and United States of America has been stated as the countries with the largest paper consuming in 2018. Meanwhile in Malaysia consumes about 119,000 tonnes and writing paper annually. Paper products have been contributing to the largest porting of multiple waste.

According to Thanam Industry Sdn Bhd, a scrap and recycle specialist in Kuala Lumpur (2021) stated that, over 57,000 tons of paper in Malaysia are being thrown in landfills in Malaysia where the amount of paper waste is equivalent to 680,000 trees being chopping down. With the amount of wastage of paper in Malaysia, paper recovery rates are still low in this country where it was only around 40% of papers are being recycled and recovered.

Paper wastage in Malaysia has contributed to the waste stream such as drains where it can cause problems such as flash floods and increasing the mosquitoes breed in Malaysia. Awareness on paper recycling is also still low in Malaysia as according to Solid Waste

Management and Public Cleansing Corporation (Star, 2017) stated that the recycling rate in Malaysia is only 17.5 despite many programmes and awareness on paper recycling has been introduced to the society. Therefore, in order to lessen down the paper wastage in Malaysia, the advancement of technology makes it possible to raise awareness on paper wastage and lessen down the paper usages where people could find another alternative to use paper without wasting them and lessen down the production of papers for daily usage such as notebooks and planner.

SWOT ANALYSIS

<u>STRENGTHS</u> 1. This product is suitable for use by all groups such as students, teachers and lecturers as well as the industry worker. 2. If a student is unable to attend class, he or she has the ability to scan his or her colleague's handwritten notes, and transfer them directly to his or her computer or duplicate the notes into his or her notebook by printing the scanned document. 3. In addition to being economical, it offers portability and a scanner that makes it the perfect printer to meet all the demands for this network of customers. 4. The product is environmentally friendly that comes with wipe cloth 5. New technical products, and product improvements related to technological advances	<u>WEAKNESSES</u> 1. Negative first impression by the public such as performance, price, and product quality. 2. Become a current trend in the market not in the long run. 3. The record of environmental considerations is not very encouraging. 4. Students usually learn to use their laptops which means that they will not use hardcopies often.
<u>OPPORTUNITIES</u> 1. Life span of this product. 2. Worth the budget to spend on this product. 3. Expected to have more individual buyers after experiencing the convenience and advantages of using the product.	<u>THREATS</u> 1. Changes of technological innovations in user preferences. 2. The challenge to maintain loyal customers.

POTENTIAL COLLABORATOR

The leading collaboration that is most anticipated for *Notebookless* is Xiaomi Corporation. Xiaomi Corporation was found in April 2010 and strives for a high-quality user experience and operational productivity while putting equal focus on creativity and quality. Since Xiaomi is an internet company with an Internet of Things (IoT) platform at its heart that connects smartphones and smart hardware, *Notebookless* would be a revolutionary invention especially

for those who tend to work from home and in need of high-speed and efficient working equipment. Furthermore, Xiaomi is also known as a business that creates outstanding goods at fair prices so that everyone in the world can live a better life thanks to cutting-edge technology. Hence, the concept of *Notebookless* matched Xiaomi's nature of business in which to strive easier daily life assisted by the technology and most importantly, an eco-friendly product. *Notebookless* could be a global collaboration of local and international company since Xiaomi products are available in over 100 countries and regions worldwide. Besides, their business was ranked 422nd on the Fortune Global 500 list in August 2020, up 46 positions from the previous year. It was also ranked seventh among internet businesses. In addition, they are a company that continuously refining their products to have the best possible user experience and most of the one-of-a-kind products were inspired by their fans.



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