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BLUEPRINT REPORT :

DR.K TOOTHBRUSH HOLDER

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1.0 EXECUTIVE SUMMARY

Dr. K Sdn. Bhd. is a new company established in October 2021 with a vision of being the number one toothbrush holder brand in Malaysia. Giving the customers what they want and need is our main priority. Our mission is to provide a multifunction toothbrush holder when they have a toothbrush sterilizer and toothpaste dispenser in a holder. Our product also has innovated with other additional features and design modifications that could satisfy the customer needs. Hence, our company aims to explore the strategies in order to solve the problem and provide people with a better version of toothbrush holder that answers today's problem.

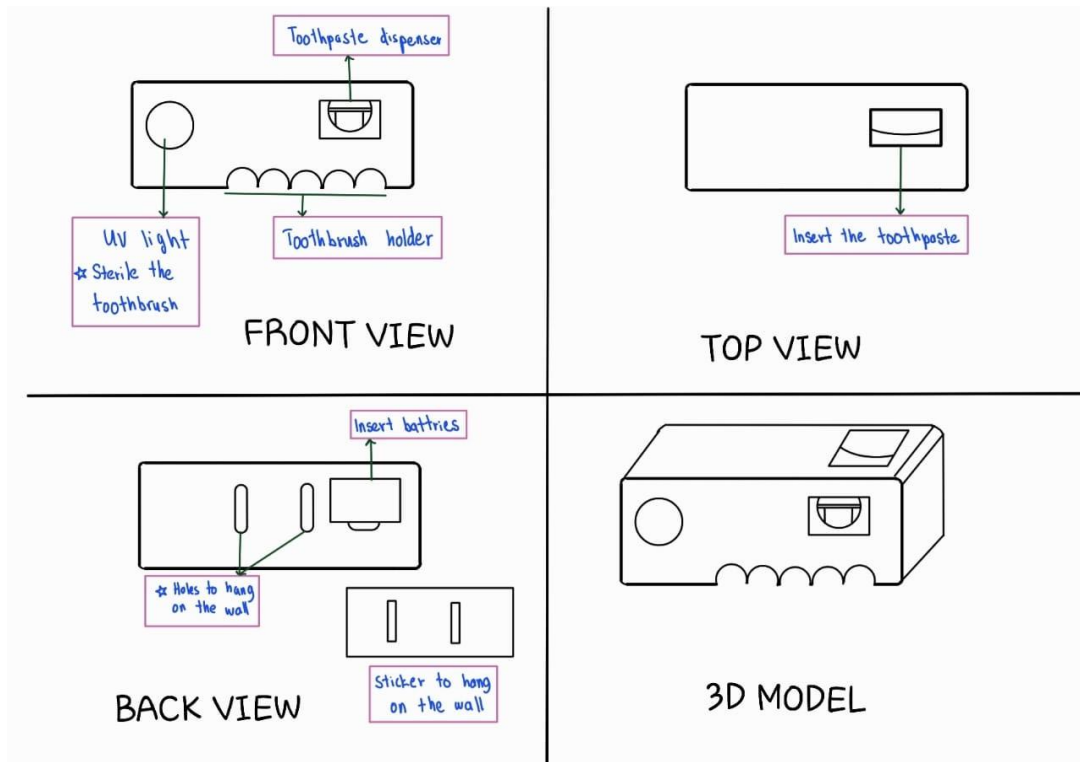
A market survey was conducted to guarantee that our product had not already been marketed by other competitors. Because of their great spending power, consumers with a moderate to high income are the main target group for market players. Furthermore, our product can hold multiple toothbrushes in it and make it suitable for the entire family.

In this report, we will provide the details on the phases of our product's development. This includes the research and development of our product regarding the innovation that we targeted followed by the product design procedure for our product. Our product is also evaluated in the market in order to gain some overview about the feedback and opinions from our targeted customer to ensure that the product is eligible enough to compete on the market.

2.0 PRODUCT DESCRIPTION

There were various designs and resources employed to ensure that the items were of the highest quality to meet the satisfaction of the customers. But our Dr. K Toothbrush Holder exists in its own way. It brings its own benefits for the users. It has its toothpaste dispenser as well as a toothbrush holder. It also has a built-in UV light for sterilising the toothbrush right before we are going to use it. This toothbrush holder also has hole to hang onto the wall. To make it tiny and lightweight, we used the finest material and the most up-to-date UV light technology. In order to ensure that our products do not cause harm. We also ensure that our products are subjected to stringent quality control and standards.

The Dr. K Toothbrush Holder is wireless so it is easy to handle. You can place it on the wall at any place with 3M adhesive tape and can directly start using and enjoy a clean and orderly bathroom. Not just that, the Dr. K Toothbrush Holder is a built-in toothpaste adapter, if you add a toothpaste tube on it, the holder also will act as a dispenser. The air sac is made of food-grade silica gel which is environmental and safe. It is suitable for any size of toothpaste, the fix hole design on the squeezer can help users get the toothpaste easily and properly.



The figure shows the prototype of the Dr. K Toothbrush Holder with their function.

As for the risk of injury or harm of our product, your toothbrush can be stored in an upright position in our Dr. K Toothbrush Holder, so it can dry quickly in order to avoid bacteria-laden water or gases from either location splashing or infiltrating your toothbrush. Other than that, we add the rubber around the holder so it has extra protection if the holder falls. Our product also can be used without a socket, the disposable battery helps to avoid the danger caused by mess lines. The holder also has water resistance so whenever you use the disposable battery or socket, you don't have to worry if water is splashing into the toothbrush disinfecter. Furthermore, we design that the photocatalyst begins to sterilise when the user gets close and when the user leaves, the UV light begins to sterilise. This can effectively avoid the harm to users caused by UV light.

Our Dr. K Toothbrush Holder has special features that you don't have to worry about keeping track because our product can continuously dry your toothbrush 24/7 and sterilise it for 5 minutes every 4 hours, with an auto-off function. With a design of 5 toothbrush capacity, this steriliser can protect your whole family from oral bacteria.

Dr. K Toothbrush Holder is designed to be used until it is damaged by itself because the UV light never needs to be replaced. You just can change the battery whenever the battery is used up and can continually use it.

3.0 TECHNOLOGY DESCRIPTION

The new technology improvement that we added to our product is a safe sterilisation system using ultraviolet light (UVC).

- The innovation that we developed for Dr.K Toothbrush Holder is a safe sterilisation system using ultraviolet light (UVC) to make sure the toothbrushes are disinfected after use. It is equipped with a safe sterilisation system using ultraviolet light (UVC) which inhibits the growth of bacteria and achieves an sterilisation level of 99.99%. The sterilising system can be activated by more accurate and sensitive body induction. When the user gets close, the photocatalyst begins to sterilise and when the user leaves, the UV light begins to sterilise. Here we can see that the most noteworthy aspect of the Dr. Toothbrush Holder is its sterilising property. Not only does the light kill the aggressive germs and bacteria but it is also completed with a dryer that protects the teeth-cleaning utensils from bacterial multiplication and mould.

4.0 MARKET ANALYSIS AND STRATEGIES

4.1 CUSTOMERS

According to Theodore Levitt, a leading economist and Harvard Business School professor, every company's aim is to "find and keep customers.". Marketing is essential in supporting organisations in attaining this aim, and it entails far more than simply advertising, selling products, and collecting money. Marketing also offers value by connecting the gap between people and things, as well as customers and enterprises. As a result, the most important aspect of marketing is the relationship that a firm has with its customers in terms of product trust and service satisfaction. In order to retain consumers or attract new customers, the role of marketing must be considered which entails first understanding the customers' goals and needs then identifying the targeted customers using a strategy approach. The second step is creating satisfied customers by providing products that are easy to use and provide them with benefits. Last point is, look for new ways to increase customers loyalty and maybe acquire new customers.

As for the product of our company, we realise that Dr. K Toothbrush Holder has no specific demographic in mind. However, we will welcome every customer that will see a big privilege in having our product as their companion in their daily life. Our company is sure there are a lot of people out there that are aware of the importance of toothbrush hygiene and want to keep their toothbrushes in a potentially bacterial-infested environment. Our product also will attract both gender customers, at any age and at any living state.

Our company will fully run the business on the online shopping platform. We also use social media as our promotion medium. We are confident that by using this solution, we will be able to entice a large number of customers to add our product to their shopping carts. We also anticipate that our customers would find using internet platforms to be quite convenient.