



اُنْبُوْزِ سَيِّقِ تَيْكُوْلُوْكِ مَارَا
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SUPABOX

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1.0 EXECUTIVE SUMMARY

Supabox is a 3 in 1 cooler with a compressor designed to be lightweight and portable, given its purpose of cooling and storing items to preserve their temperature for outdoor activities. Supabox comes with two products, the main product is a cooler with a compressor that can hold food or drinks at various temperatures that the consumer can control and powered by a large capacity portable battery that can be charged or replaced at any time. Next is our add-on product which is a storage cooler without compressors that can provide extra freezer space for the consumers. Both product's uniqueness is it has a portable table, a portable chair, and the add-on product can be connected to the main product by a connector made by magnet and transferable hole to share the cooling air.

Supabox is marketable for a wide range of potential customers whether for personal use, outdoor or indoor use. Since our product is portable, chargeable and lightweight our major target customer was from metropolitan areas such as office workers, students and ramblers. As among Malaysian activities like trips, travel and picnics trending after lockdown orders were uplifted by the government especially Negeri Sembilan peoples. Due to its versatility to fit nearly anywhere and be more efficient than existing cooler boxes, it will also become a convenient approach in Malaysia or western countries. We also target online customers across Malaysia and wholesale through a manufacturer's agent, so it is easily accessible and responsive to increase our market.

Our Supabox is unique and a brand-new innovation in the market thus our product is expected to create a positive competitive advantage in the storage and cooler product for outdoor activities and minimalism. After 3 years of introducing our Supabox into the market, we estimated the demand for Supabox will rise and have a high potential to be profitable due to its innovation of its usefulness, technology and simplicity.

Our management consists of six important person who play a huge responsibility in AA Home Furniture company which are Amirul Asyraf bin Fauzi as Chief Executive Officer, Siti Nur Syazwani binti Mohd Rasidi as General manager, Wan Annisa Sofea binti Wan Nawi as Digital Marketing Manager, Ahlam Sakinah binti Musa as Product Manager, Nurina Nayli binti Ahmad Sanusi as Project Manager, Midhati Auni binti Mazlan as Finance Manager and Nurhafizati binti Sukri as Human Resource Manager.

2.0 PRODUCT DESCRIPTION

2.1 Details of the Product

This product's design is lightweight and portable, which is appropriate given its purpose of cooling and storing items to preserve their temperature. Travellers and outdoor enthusiasts will be our target clientele.

The SupaBox includes features that other consumer may not have considered, such as a portable table, a portable chair, and a self-contained micro refrigeration system. Our micro fridge system is powered by a large capacity portable battery that can be charged or replaced at any time. These SupaBoxes are ideal for travellers who need to get about quickly.

The main item is a cooler with a compressor that can hold food or drinks at various temperatures that the consumer can control. The following item is a movable table that may be adjusted in height according to the preferences of the customer. A lightweight but durable portable chair that can be put between the fridge and the movable table. The add-on product has the same functions as the main product, but without the compressor, and it may be connected to the main product by a hole and a magnet to share the cooling air. This provides extra freezer space as well as a more portable table and chair for customers. Consumers will be at peace because the prolonged cooling time will ensure that their purchases remain as fresh as possible while on the go. When all of these systems are linked, the 'SupaBox' in this project will appear more dependable to consumers in the future.

2.2 The application of the product or service

The design of this product is more manageable and portable than previous models on the market. It has a cooler that also serves as a refrigerator, as well as a table and chair, so it may be used for a variety of purposes. The objective of this product is to store cool products that are regularly used by travellers outside, so it is made to be lightweight and easy to carry.

Our product is suitable for primary users such as outdoor activity and minimalist, due to the capability to have features like table and chair, which minimise luggage needed to bring along outdoors or put in tight spaces. Our product also can be applied to someone that has a small space house. Campers, nomads, hikers and minimalists are strongly encouraged to use our product. This product gives us comfort and also we don't have to worry about small spaces anymore.

2.3 Unique features of the product or service

i. Foldable chair

One of the product's key features is its ability to fold. Because the chair is aimed at minimalists and outdoor users, it will conserve space and may be used everywhere thanks to its material. The material used is light, allowing the product to be carried easily. The use of a strong flat PVS string allows for human weight to be supported while remaining light in weight. Steel pipes, on the other hand, are used because they are more durable.

ii. Portable table

It is possible to utilise the device as a portable table. The function is used to maximise its capabilities, which include serving as a table as well as a freezer system. The rationale behind the table's ability to be lifted upward is to make it easier to reach items without having to bend over the user's body, which is unhealthy if done repeatedly. The same concept is used to pull the table leg as it is for the travelling bag handle. This concept helps to save space for the table leg. The majority of the materials used are lightweight for convenient transportation while also being sturdy enough to support a great amount of weight on the table.