



## **WRINKLE BUSTERS**

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## **1.0 EXECUTIVE SUMMARY**

With new iron advancements, the La Mior company hopes to improve lifestyles. Wrinkle Busters was designed with the intention of bringing technology advancements to an updated version of the current iron. The well-dressed population will therefore require Wrinkle Busters to be highly mobile and flexible. The multi-functional iron can be updated with the amazing capabilities included in this portable iron, which will make the user's daily tasks easier.

Numerous surveys were carried out with the intention of gathering and analysing the audience's interests. It helps to provide a product experience from the perspective of the user. When the concept test findings revealed that more than half of the respondents were interested in Wrinkle Busters, the La Mior company received positive feedback. Additionally, other functions like a lint roller can be a practical answer to the issue of dust adhering to clothing. According to the information gathered, Wrinkle Busters has excellent technology that can help its primary audience, travellers in particular, be more productive and efficient. On top of that, Wrinkle Busters can also minimise the amount of time and space needed for storage.

Since Wrinkle Busters is a brand-new, innovative product, we conducted a test marketing study to determine the average age of the target market and calculate the price and volume of manufacturing for the national market. The La Mior company is a partnership made up of four people who each play important roles within the organisation, including general manager, marketing manager, administrator, operations manager, and financial manager. Additionally, the cost estimate for the materials needed for Wrinkle Busters is carefully calculated in order to enable it to be sold at a fair price for the benefit of the consumer, and the cost is applied to the creation of a portable iron with a good design and colour that will satisfy the customer's demand.

Finally, we sincerely hope to attract investors who would collaborate with us to make the idea a success. The study's conclusions indicate that because Wrinkle Busters uses a new technique, the market will respond favourably to it. Since this product may satisfy customer needs, the La Mior company is sure that demand will rise steadily over time.

## **2.0 PRODUCT DESCRIPTION**

Wrinkle Busters is a product created by La Mior enterprise to ease your daily task which is ironing. Many of us actually find ironing as a difficult thing to do because sometimes the iron that we use is too heavy, it takes a long time to heat at a proper temperature before we can actually use them. Wrinkle Busters is a portable iron that comes together with a special feature which is a lint roller. This product makes ironing much easier especially for travellers as it is space saving and cordless. When you are travelling, there are many unexpected conditions that you cannot predict but worry not as our iron does not need a plug for it to function and have long sustainable battery life. When we are wearing dark coloured clothing, lint and dust that get trapped can be really visible and tend to make us feel insecure which leads to decrease in our self esteem but worry not because now you can iron and clean your clothes at the same time. Our iron basically can function as two different things at the same time.

Moreover, what makes our iron different from the normal ones is it does not need an iron board to function well. After the iron gets heat to a proper temperature, you just need to press both of its sides together to the clothing. This mechanism makes it easier for travellers as they usually do not bring many items with them. This iron can be fitted easily in a suitcase when travelling as it comes in a compact size. The product is designed as a cordless and light weighted to make it easier to handle and work with. For someone who travels a lot, their clothes tend to get wrinkled easily. They can bring and use our iron anywhere and anytime they want. The main reason we created this product is to increase the self esteem of the user and make travelling more convenient.

Prototype

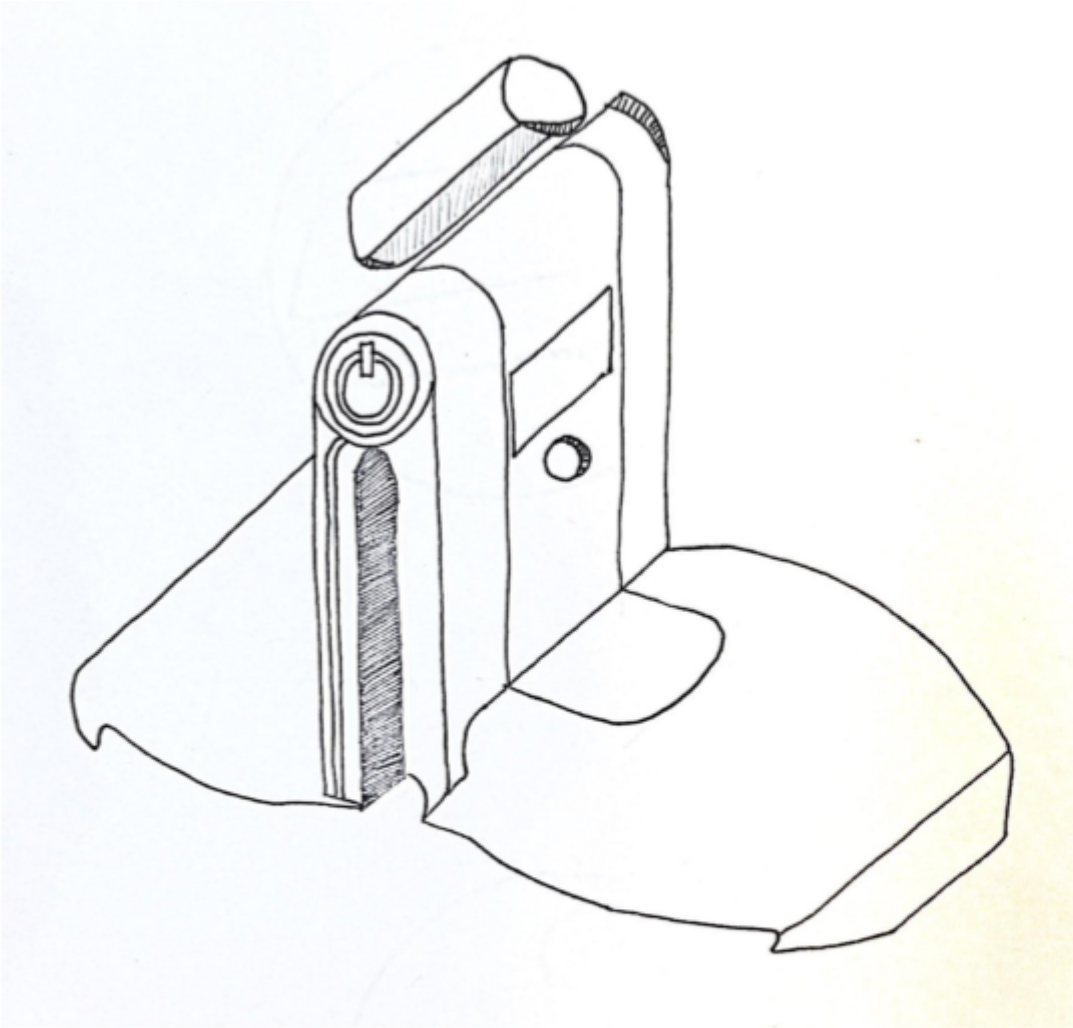


Figure 2.1 shows the colours available for Wrinkle Busters machine.